



Jefferson County
PUBLIC LIBRARY
ALWAYS BE

2020
2025

**STRATEGIC PLAN
SNAPSHOT**



The Jefferson County Public Library 2020 – 2025 Strategic Plan reflects our vision, strategic framework and long-range goals.

MESSAGE FROM THE CHAIR AND EXECUTIVE DIRECTOR

Dear Jefferson County Public Library Community,

We energetically entered 2020 with the goal of operationalizing year one of our first five-year strategic plan. Our extensive research and invaluable community input, as well as our insightful planning and sound judgment guided us to defining the following strategic priorities, which we strive to accomplish over the lifespan of our five-year strategic plan.

Strategic Priorities

- Create Libraries for the Future
- Reach More People
- Focus on Building Literacies
- Be the Third Place
- Grow Sustainably

At the same time, JCPL established initiatives and projects to support these priorities and create actions for 2020. Shortly thereafter, the COVID-19 global pandemic struck and changed the way we delivered programs and services. We created new services and workflows in response to COVID-19 and adapted to frequently changing public health guidelines to keep our staff and patrons safe. In a year filled with unanticipated challenges, we worked together to develop innovative ways to fulfill our mission. Despite ongoing challenges, we rallied to complete large-scale projects, using our strategic plan as our guide.

The demands of 2020 taught us the importance of having a long-term strategic plan. We learned the significance of a flexible plan, one that can adapt to shifting times. As we navigated the murky waters of the past year, we realized that our strategic priorities held strong and served as our guideposts through 2020 and into 2021. Now JCPL enters year two of our five-year strategic plan.

Our five-year strategic plan is a living document and designed with the flexibility to meet unforeseen circumstances and changes in priorities. While we hope 2021 to be a bit more predictable than 2020, together we will meet whatever challenges lie ahead.

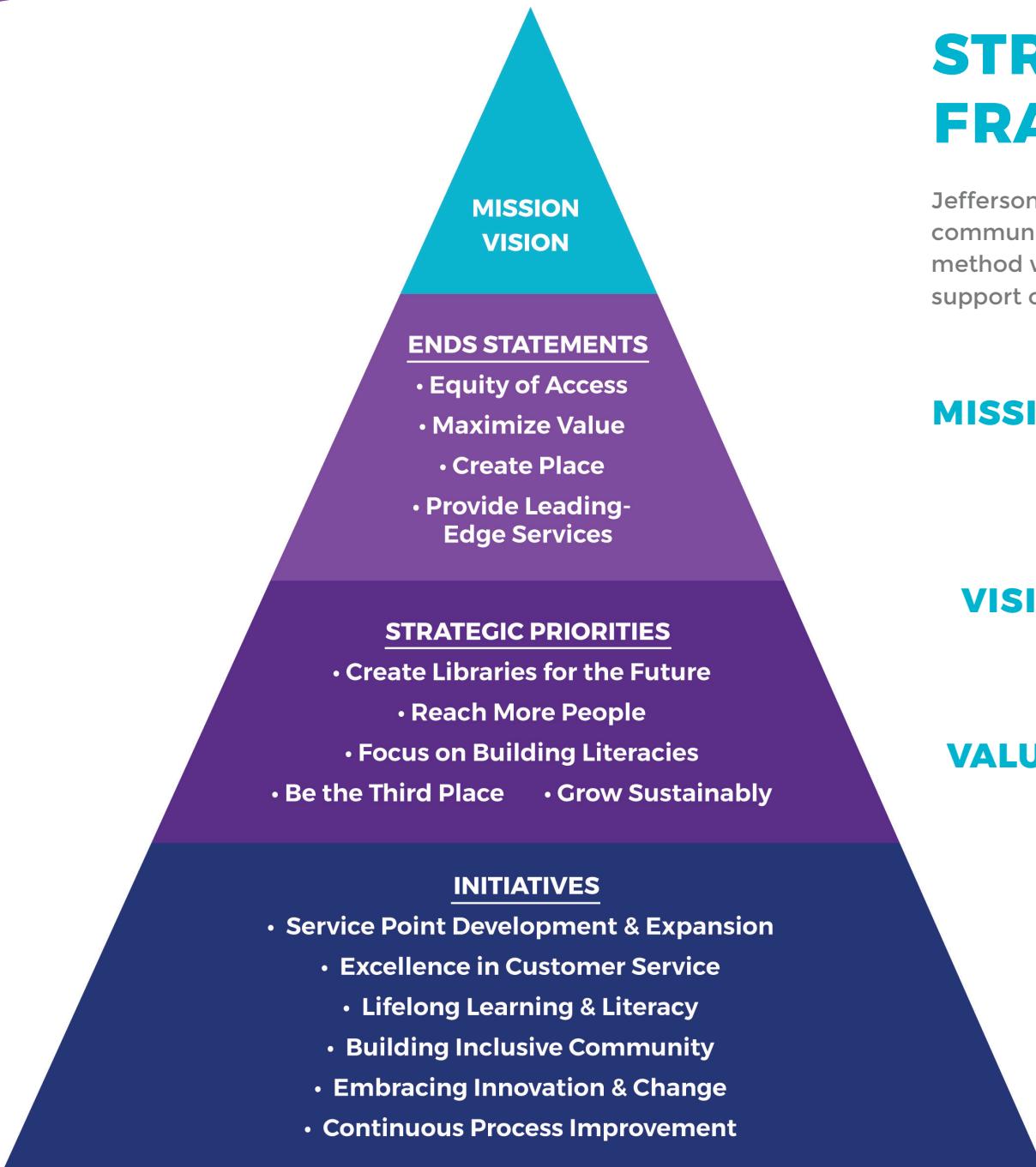
Sincerely,



Charles Naumer
Board Chair



Donna Walker
Executive Director



STRATEGIC FRAMEWORK

Jefferson County Public Library sets its strategy with the community in mind. The strategic framework is a structured method we use to define our initiatives and projects, which support our strategic priorities and ends statements.

MISSION

Jefferson County Public Library helps to build an educated and vibrant community by providing equal access to information and opportunities.

VISION

Jefferson County Public Library will be the essential destination where all generations connect, discover, and create.

VALUES

We serve with care; everyone is welcome here. We meet you where you are, give you our full attention, and strive to exceed your expectations. Our core values are Innovation, Accountability, and Excellence.



Our Ends Statements

The broad organizational goals established by Jefferson County Public Library's Board of Trustees that indicate expected outcomes for our community.

ENSURE EQUAL ACCESS

CREATE WELCOMING SPACES

PROVIDE LEADING-EDGE SERVICES

MAXIMIZE VALUE

Strategic Priorities

The primary objectives to be accomplished over five years that prepares Jefferson County Public Library for long-term changes and successes.

CREATE LIBRARIES FOR THE FUTURE

REACH MORE PEOPLE

FOCUS ON BUILDING LITERACIES

BE THE THIRD PLACE

GROW SUSTAINABLY

Initiatives

Jefferson County Public Library's high-level actions, which set the direction for our strategic plan projects.

SERVICE POINT DEVELOPMENT & EXPANSION

EXCELLENCE IN CUSTOMER SERVICE

LIFELONG LEARNING & LITERACY

BUILDING INCLUSIVE COMMUNITY

EMBRACING INNOVATION & CHANGE

CONTINUOUS PROCESS IMPROVEMENT



SUCCESS MEASURES AND TARGETS

Jefferson County Public Library utilizes industry measures to track progress in meeting our commitment to the public. We use public library benchmarking and public library outcome measures, to determine how JCPL compares to other peer libraries, and how well we meet our commitment to our community, and affect their lives for the better. Annually we set targets and assess our achievements in reaching measures related to:

- COLLECTION USE
- PROGRAM ATTENDANCE
- VISITS
- ACTIVE HOUSEHOLDS
- NET PROMOTER SCORE

Results for these measures can be found in our annual report.



**We'll always be here, connecting with our patrons
and making a difference in our community.**

Connect with us at jeffcolibrary.org