

West Fargo Public Library Strategic Plan 2010

Mission Statement

To provide access to the Library's resources for all patrons; to bridge the technology gap; to promote and stimulate lifelong reading and learning; and provide an environment in which inspiration, imagination, and networking are encouraged.

Vision Statement

To support the community's educational, recreational, professional, economic, and cultural needs.

Objective 1:	Connect with the Community: Serve all segments of the community
<ul style="list-style-type: none"> • Provide training to support patron access to resources (Introduction, Word, Excel, Email) • Serve all segments of the community (teens, housebound residents and English language learners) • Offer events and programming throughout the entire week • Provide outreach activities • Explore opportunities for collaboration (For example, oral history projects) • Respond to changes in City population and user demographics 	
Objective 2:	Community Spaces & Access: Provide spaces to provide services, promote community interaction, and improve access.
<ul style="list-style-type: none"> • Further enhance existing facilities to improve ambiance, access to collection, and provision of services, with spaces for recreation, work, and group and individual study • Ensure welcoming spaces for different activities and demographic groups • Provide more convenient access by patrons in the southern areas of the city • Implement technology to improve access to resources and services • Improve resource access for persons with disabilities 	
Objective 3:	Quality Collections: Continue balanced collection of new items, including new formats.
<ul style="list-style-type: none"> • Draw up collection management policies • Continue to weed undesirable items and to reorganize the collections, where appropriate, to facilitate access • Continue to develop the Historical Center (Past Perfect, preservation, oral histories) • Display and promote collections 	
Objective 4:	Technology: Implement technologies to add value to library services
<ul style="list-style-type: none"> • Provide more remote access to resources via a virtual collection • Revise the website for greater functionality and ADA compliance • Implement a self check-out system • Develop and implement a technology plan for updates, upgrades and acquisition of computers, printers, and software 	
Objective 5:	Promotion and Marketing: Expand community awareness and support
<ul style="list-style-type: none"> • Re-evaluate current promotion methods and staffing • Enhance the website as a promotional tool • Ensure sufficient budget for marketing the library • Research and implement new ways to communicate with the public 	
Objective 6:	Staffing: Maintain an effective staff and provide a safe, supportive, and pleasant workplace.
<ul style="list-style-type: none"> • Ensure adequate staffing • Expand staff development and training • Update policies and procedures 	
Objective 7:	Funding: Provide good value for money
<ul style="list-style-type: none"> • Seek outside funding sources: <ul style="list-style-type: none"> ○ Friends of the Library ○ Grants ○ Local Businesses 	