

WATERTOWN PUBLIC LIBRARY

STRATEGIC PLAN: 2020 - 2024

OUR MISSION

A welcoming community destination that provides opportunities to engage, enrich, and entertain.

GOAL 1

Establish the library as a destination for learning through resources and experiences

STRATEGIES

1. Develop community spaces that facilitate connections between people and information
2. Empower staff to expand outreach to our diverse community
3. Develop and expand non-traditional programming and opportunities, such as a Library of Things
4. Identify and rectify barriers to use, including: language and cultural barriers, fines, etc.

GOAL 2

Expand awareness and recognition of library as a community asset

STRATEGIES

1. Develop consistent and effective messaging that showcases the library's identity and role within the community
2. Enhance external communications and outreach to convey the value of the library
3. Revitalize the library website to improve navigation and ease of use

GOAL 3

Enhance the library user experience through community partnerships

STRATEGIES

1. Work with the Greater Watertown Community Health Foundation and the Watertown Family Center to develop the TalkReadPlay Center
2. Partner with schools and families to support literacy and provide educational opportunities to prepare children for lifelong learning
3. Partner with the business community, local governments, foundations, and nonprofit organizations to realize the vision of being a catalyst for change in downtown Watertown

GOAL 4

Strengthen the library's operations

STRATEGIES

1. Establish library foundation after the completion of library construction to support library priorities and ensure long-term sustainability and new initiatives
2. Develop a succession plan to support continuity of knowledge, skills, and ideas
3. Identify and address gaps and opportunities in staff and board professional development