STRATEGIC PLAN • Santa Cruz Public Libraries

January 2017 - June 2021

VISION:

Transform Lives and Strengthen Communities.

MISSION:

Connect, Inspire, Inform.

Our VALUES:

Relevance Responsive Service
Inclusiveness Safe Environment
Community Engagement Free Access

Our PATH:

LEARNING

Develop programs, services and collections that nurture the learning goals of children and adults.

DIGITAL INCLUSION

Ensure that all residents have access to the training, devices, and internet they need to participate fully in community life.

TRANSFORMATIVE SPACES

Create enticing and inspiring multipurpose learning zones that support community needs and interests.

USER EXPERIENCES

Offer patron-centered services designed with input from residents so that each branch reflects its community.

ORGANIZATIONAL CAPACITY

Enhance skills of staff, provide thoughtful stewardship of public resources, and pursue strategic partners in the community.

BENCHMARKS:

INCREASE IN: cardholders, circulation, visits, database use, computer use, program attendance.

CAPACITY INCREASE IN: Number of public access computers, hours of computer and wireless use, type and number of technology programs.

MEASURE SUCCESS: Analyze findings and amend functions to improve patron satisfaction.

INCREASE PARTNERSHIPS: Maintain current strategic partnerships and identify additional partners.