**Strategic Framework for the Newport Public Library**

**Mission:** Newport Public Library brings together people, ideas, and information for the good of every individual and the community it serves.

**Vision:** The Newport Public Library aims to be a leading resource for information and the center for lifelong learning in our community.

**Values:**

* Newport Public Library serves as a conduit for an informed community
* Equal Access to collections for all community members without constraints
* Confidentiality and privacy in seeking and using information
* Lifelong learning
* Respect for all individuals
* Stewardship of available resources
* Celebrates the book in all its forms

Internal Assessment

Strengths of the NPL

* The Board is committed to and supports the library
* The staff is committed to and supports the library and its patrons
* Staff are recognized as being helpful and professional
* Children’s programming has a good track record of use
* Provides up to date technological services
* Interlibrary loan works well and is used by the community
* The library participates actively in the District Library Center Program and seeks and receives counsel from the DLC
* The library facility is in a good location, welcoming, well lighted, and user-friendly.
* Friends of the Library organization supports the library
* Contemporary collection is appreciated and utilized by the community

Weaknesses/ Needs Improvement

* Little or no county or local government support
* Lack of planned communications to both the community members and municipalities
* Difficulty recruiting younger volunteers including Friends of the library
* Staffing needs, especially shortage of and adequate compensation
* The library building, while adequate, does not lend itself to easy renovation or growth
* Lack of adequate parking
* Lack of adult programming
* Disconnect between library services and some segments of the community
* ADA Upgrades

Opportunities

* Bequest assets
* Regular upgrades to library computers
* Grant opportunity exploration
* Cooperation and collaboration with other local non-profits
* Establishing use of focus groups comprised of community citizens: users and non-users periodically
* Regular communication with County commissioners
* Establishing the library as a fact checker for accuracy and relevance of internet information
* Physical, non-virtual community meeting place with real paper books
* To be a “Third Place”, neutral ground, accessible and accommodating. A home away from home

Threats

* Lack of tax money support for Perry County Libraries
* Financial insecurity

Goals

**Goal 1 - Staffing:** The NPL will recruit, train, and retain qualified staff to support the library’s mission.

**Goal 2 - Communications:** The NPL will clearly communicate with the public regarding its mission, services, plans, and needs.

**Goal 3 - Financial Support**: The NPL will increase its financial base to improve/support its evolving services and programs.

**Goal 4 - Services and Programs:** The NPL will provide a comprehensive program of library services to meet the evolving community needs.

**Goal 5 - Facilities:** The NPL provides a welcoming space for use by the community.

**Goals: Objectives & Strategies**

**Goal 1 - Staffing:** The NPL will recruit, train, and retain qualified staff to support the library’s mission.

**Objective 1: Maintain adequate staff to provide a range of public services.**

*Strategies:*

1. Annually review staffing levels and budget for appropriate increases.
2. Examine vacancies as they occur, and make timely hires of qualified candidates.
3. Maintain currently relevant job descriptions.

**Objective 2: Provide appropriate training for all staff and volunteers.***Strategies:*

1. Meet or exceed state requirements for continued education.
2. Encourage cross training of staff members as appropriate.

**Objective 3: Cultivate an atmosphere of collaboration between the organization and its employees.***Strategies:*

1. Welcome creative input from staff members.
2. Maintain open lines of communication between directors and staff.

**Goal 2 - Communications:** The NPL will clearly communicate with the public regarding its mission, services, plans, and needs.

**Objective 1: To inform the public of our services, programs, and resources.**

*Strategies:*

1. Market library programs and events through social media platforms, website, newspaper, and public appeals.
2. Maintain a public presence at selected community events.

**Objective 2: Establish a mutual awareness between NPL and elected officials in our service area.**

*Strategies:*

1. Maintain an up to date list of current elected officials.
2. Annually contact public officials to inform them of current services and financial needs.

**Objective 3: Maintain relationships with the other county libraries.**

*Strategies:*

1. Provide supportive environment for the other Perry County libraries.

**Goal 3 - Financial Support**: The NPL will increase its financial base to improve/support its evolving services and programs.

**Objective 1: Diversify funding streams**

*Strategies:*

1. Host events to raise funds and awareness.
2. Expand donor base and retain current donors
3. Publicize legacy donation opportunities
4. Apply for appropriate grants

**Objective 2: Balance assets and cash flow**

**Goal 4 - Services and Programs:** The NPL will provide a comprehensive program of library services to meet the evolving community needs.

**Objective 1: Maintain a collection of library resources responsive to the needs of the community**

*Strategies:*

1. Keep the collection attractive, well used, accessible, and current.

**Objective 2: To offer programs that provide education and recreation for the community**

*Strategies:*

1. Adapt programs to the changing interests and demographics of the community

**Objective 3: To provide services based on community needs**

**Goal 5 - Facilities:** The NPL provides a welcoming space for use by the community.

**Objective 1: Maintain clean, attractive, and comfortable facility for public use.**

**Objective 2: Look for opportunities to improve parking, expand facility size, and increase use.**

**Objective 3: Optimize accessibility of the facility.**