VISION
The Atlantic County Library System will serve as an open gateway to the world of information, entertainment, and technology.

MISSION
The mission of the Atlantic County Library System is to enhance the quality of life in our diverse communities by fostering a love of reading, providing learning opportunities and resources for entertainment, and connecting people to technology.

GOAL 1: PROVIDE WELCOMING BUILDINGS
• Ensure that Library branches are safe, well-maintained, comfortable, and accessible.
• Schedule building repairs and renovations in accordance with established County capital planning guidelines, including installation of upgraded HVAC systems in County-owned branches.
• Establish the branches as community destinations for artistic, cultural, educational, and entertainment events that highlight Atlantic County’s diversity, natural environment, and history.

GOAL 2: ENHANCE LIBRARY SERVICES
• Enhance delivery of existing library services from the Library’s ten branches and two non-branch service outlets.
• Maintain a physical and digital collection that is diverse, dynamic, inclusive, and relevant to meet the needs of Library users.
• Expand informational and entertainment programming at each branch.
• Strengthen cooperation among Library branches to create a more unified county library system.

GOAL 3: PROVIDE ACCESS TO DIGITAL RESOURCES & TECHNOLOGY
• Provide patrons the opportunity to learn basic technology skills, perform necessary tasks, and find and access desired information on computers and other digital devices.
• Evaluate current library software which manages circulation, bibliographic cataloging, fund controls, and inventory and provides a public-access catalog of materials owned.
• Ensure that the ACLS website and online service apps are user-friendly and employ current technology.

GOAL 4: IMPROVE COMMUNITY AWARENESS
• Boost efforts to reach all members of our communities, including local students, faculty, small businesses, and community organizations.
• Use outdoor spaces to increase Library visibility and interaction with the public.
• Participate regularly in local and county-wide community events.
• Increase community awareness through a partnership with the ACLF and its role and function in relation to our libraries.

GOAL 5: MARKET THE LIBRARY EFFECTIVELY
• Strengthen the Library’s brand identification by consistently using our logo.
• Expand the Library’s social media presence to reach both current and potential Library users.
• Increase the number of people receiving the Library’s professionally recognized e-newsletter and re-introduce our award-winning program guide.
• Collaborate with the Atlantic County Library Foundation to identify and obtain alternative revenue sources to fund Library programming.

GOAL 6: FOSTER AN INFORMED WORKFORCE
• Provide adequate staffing at all branches to meet our customer service goals.
• Offer training opportunities and encourage cross-training to increase staff knowledge and skills.
• Promote open communication between Library Administration and staff by sharing regular meeting minutes and professional growth opportunities and completing semi-annual branch visits.

Adopted and approved – 12/8/2022