



# Atlantic County Library System Strategic Plan 2023-2026

ATLANTIC COUNTY LIBRARY SYSTEM

## 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