

**Casselton Public Library  
Long Range Strategic Plan  
January 2022 - December 2026**

**OUR VISION**

The vision of the Casselton Public Library is to provide direct, dependable individual access to all library resources in the city of Casselton; to serve all ages and abilities without discrimination; and to provide a pleasant and safe atmosphere for patrons and staff alike.

**OUR MISSION**

The mission of the Casselton Public Library is to inspire our community to Read, Learn, Meet and Discover.

**LONG RANGE STRATEGIC PLAN**

**Goal 1: To provide programming and services that meet the needs of residents, promote literacy and education, and enhance the community's quality of life.**

**Goal 1 Objectives**

- a) Provide programs and conduct outreach targeted to children, young adults, and adults to encourage them to visit and utilize the library
- b) Offer monthly book club reviews on the library website and OPAC that are written by all ages.
- c) Host expanded cultural and educational programs with funding provided by outside sources.
- d) To ensure that residents are served by a friendly, welcoming, knowledgeable, and professional team of library staff and volunteers who pride themselves on offering excellent programs and customer service.

**Goal 2: To develop and execute a marketing plan that creates broad community awareness and support of the library's programs and services and the resources needed to carry out its goals and objectives.**

**Goal 2 Objectives**

- a) Build a list-serve of patron emails to expand electronic marketing opportunities.
- b) Adopt a marketing campaign theme/logo that will be used consistently throughout all printed and electronic materials including brochures, posters, newspaper articles, library website, OPAC, and social media.
- c) Periodically seek input from patrons, staff and the community regarding the library.
- d) Develop a means to let the community know what the library needs are.
- e) Create visible signage on exterior and interior of the building to attract current and new patrons.

Goal 3: To provide information on library resources and improve communication and engagement with the community.

#### Goal 3 Objectives

- a) Review and update existing promotional and information material on all formats; library website, OPAC, print material, and social media.
- b) Strengthen and build partnerships with community groups and organizations.
- c) Hold activities with and provide support for the Friends of the Casselton Public Library organization to maximize the success of library programs, events and activities.
- d) Enhance awareness of library programs and services through monthly newspaper articles.
- e) Encourage, recognize, coordinate, and organize library volunteers.
  - \* Review policies/procedures for volunteer program
  - \* Create a library wide volunteer handout for all volunteers
  - \* Explore volunteer opportunities for adults and youth
  - \* Update email list of volunteers

Goal 4: To ensure connections to the digital world and provide opportunities to explore, create and share digital content.

#### Goal 4 Objectives

- a) To ensure that all residents have access to updated current technology.
- b) To expand the range of technologies offered by the library that will encourage and support arts, sciences, innovation and creative expression.
- c) Provide training for patrons on a regular basis regarding use of the library website, OPAC, Libby, Universal Class, and Mango Languages

Plan adopted by the Casselton Public Library Board of Directors on 04-07-2016.

(June Calderwood, Sue Quiltschreiber, Jan Brekken, Wendy Mensing, Kristen Hackmann)

Plan revised and adopted by the Casselton Public Library Board of Directors on 04-12-2022

(Sheila Christianson, Mike Utt, Judy Orvik, Ellie Williams, Cami Wack)