

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)