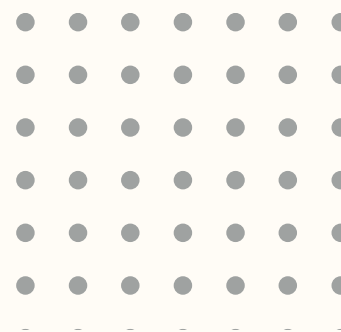


# STRATEGIC PLAN 2023-2026



## MISSION

Our mission is to provide informational, educational and enrichment services and resources to the community through a comprehensive and efficient library system.



## VISION

The vision of Cass County Public Library is to encourage discovery, community and collaboration through quality collections and connections.

## VALUES

**Patron Needs Come First:** We place the highest priority on service to our patrons and treat every request with equal value.

**Respect for People:** We recognize the contributions of our staff and we treat all our patrons and each other with respect.

**Learning Organization:** We commit to the professional growth and enrichment of our staff.

**Access to Information:** We ensure access to information for people of all ages, abilities, and means.

**Freedom of Information:** We protect our patrons' freedom to read and view all library information.

**Privacy and Confidentiality:** We safeguard our patrons' right to request and obtain information in confidence.

**Quality:** We strive to deliver the highest quality service possible. We strive to provide up-to-date library materials for our service population.

**Stewardship of Community Resources:** We respect the contributions of the community to its library. We hold ourselves accountable for the efficient and effective use of all resources – people, time, assets, and funds.

**Integrity:** We follow the highest ethical standards, which have been adopted by Cass County Government and our profession.

**To fulfill the library's mission, the library has established six strategic goals based on community feedback, community needs, and analysis of the library's activities and services. Each goal has supporting measurable objectives that contribute to the success of the overall goal.**

# GOALS

## **1. Provide quality library services to more residents throughout the community.**

- Increase Active Cardholders by 10% by the end of 2026.
- Increase the number of annual library visitors by 10% by the end of 2026.
- Increase the annual circulation of physical items by 19,000 items by the end of 2026.
- Increase the annual circulation of digital items by 30,000 items by the end of 2026.

Key Performance Indicators:

Number of active cardholders, branch activity data, circulation of physical items, circulation of digital items

## **2. Enhance the library's collection to best serve the county's growing population**

- Ensure the collection is representative of all members of the community.
- Circulate non-print items to inspire patron self-education and discovery.
- Increase access to Cass County Genealogy items through digitization.

Key Performance Indicators:

County vs. collection demographics, circulation of non-print items, number of Genealogy items made available online through digitization, and usage statistics for digitized Genealogy items

## **3. Increase program offerings to inform, educate, and enrich library visitors. The library will offer informative, thought-provoking, uplifting opportunities to enhance a person's interaction with the information they are engaging in.**

- Increase the number of events offered annually by 10% by the end of 2026.
- Increase attendance at events annually by 10% by the end of 2026.

Key Performance Indicators:

Number of events offered, event attendance

# GOALS

## Continued

### **4. Create and maintain designated and welcoming library spaces throughout the county.**

- Adopt a capital improvement plan by the end of 2023 to create modern library spaces for the county.
- Ensure all library branches are open an appropriate number of hours for each community.

#### **Key Performance Indicators:**

Capital Improvement Plan, MO Public Library Standards for hours of operation

### **5. Expand the library's reach beyond its physical buildings by offering enhanced outreach services to reach residents who may not be able to visit a branch.**

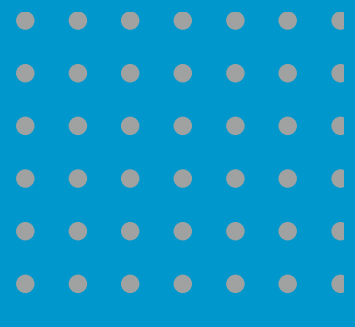
- Increase the number of annual outreach events and visits by 15% by the end of 2026.
- Increase the number of Library by Mail patrons by 50% by the end of 2026.
- Establish at least 2 additional points of service throughout Cass County by the end of 2026.

#### **Key Performance Indicators:**

Number of outreach events offered, number of outreach visits attended by patrons, number of Library by Mail patrons, number of additional points of service, and usage statistics

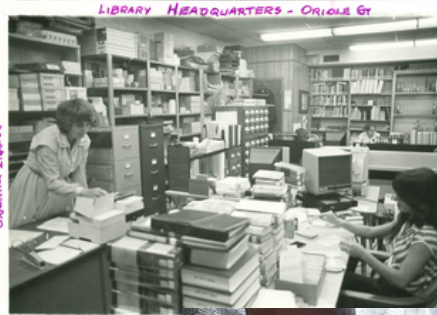
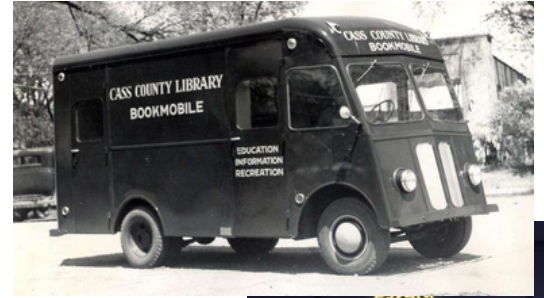
### **6. Cass County Public Library will remain fiscally responsible.**

- The library will receive clean audits annually, according to GASB standards.
- The library will achieve and maintain an unrestricted/unassigned fund balance at fiscal year-end of not less than 20% of the previous fiscal year's expenditures.

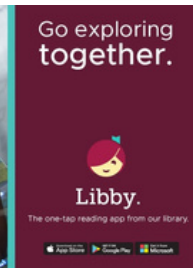
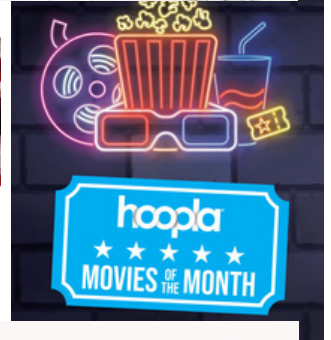




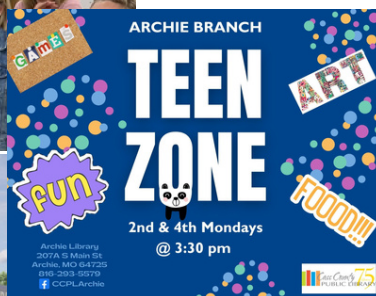
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