

**LIBRARY STRATEGIC PLANS** have changed a lot from the five- to 10-year-long detailed task lists they used to be. The explosion of technology, the pandemic, and libraries’ increasing involvement in providing referrals to social services have all played a role in embracing flexibility and change. Our new strategic plan will run from 2024 to 2026 and provide a roadmap for finding the right balance of programs, services, and collections of materials.

After the worst of COVID-19, a long stay in a temporary building, and the move to our expanded and extensively remodeled building, we’re ready to find a new normal. We surveyed staff and the public, held public input sessions, and executed a time study to find out where we are now, and where we’d like to go as an organization and a community. We received a lot of thoughtful input which informed our revision of our mission statement, vision, values, and ultimately our strategic plan goals.

To continue to be the best steward of our resources, we’re listening to you. We’ll invest more time, effort, and funds into what you’ve told us is most important. We’ll refine our core services and sunset a few programs that are no longer as popular or necessary in order to make way for new things. Free access to our building and services for all; consistently excellent customer service; programs that are educational, informative, and fun; and books and materials that entertain and educate will always be priorities. Thank you for supporting our library in our quest to serve the entire community as we move forward during the next three years.

Sincere thanks go out to our Board of Trustees, our Friends of the Library, the City of Eau Claire, our partners at IFLS (our library system), our community partners, our focus group participants, and our customers, who are the reason we come to work each day. Special thanks to our management team and especially to our dedicated staff who strive every day to make your library the best it can be.



*Nancy Kerr*

Nancy Kerr,  
Library Director

# VALUES

These are the values intrinsic to library services, and are reflected by our staff, resources, and programs.

## ACCESS

The library strives to ensure open and supported access to library facilities, materials, programming, and information resources for all.

## INTELLECTUAL FREEDOM

The library recognizes, supports, and protects the right of every individual to both seek and receive information, and provides resources and programs that offer a wide variety of viewpoints on a broad range of topics.

## COLLABORATION

The library strives to be a good steward of the investment and trust the public has placed in it by working together with non-profit organizations, governmental entities, businesses, and individuals that share the library’s mission to maximize the benefits available to the community.

## SERVICE

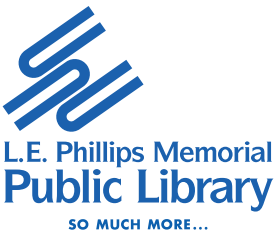
The library provides knowledgeable assistance and quality resources to ensure a positive and welcoming customer experience.

## EQUITY, DIVERSITY, AND INCLUSION

The library recognizes the worth of each person and fosters an environment of inclusion, diversity, and equity in order to serve as a reflection of the community we serve.

## LIFELONG LEARNING

The library meets learners of all ages and stages where they are, helping them access knowledge that will unlock everything from wonder and opportunity to leisure and adventure.



# 2024–26 STRATEGIC PLAN



Updated February 15, 2024



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# MISSION STATEMENT

The library promotes lifelong learning, creates collaborative spaces, and supports open access to diverse materials and resources to enhance the quality of life in the community.

# VISION STATEMENT

We envision the L.E. Phillips Memorial Public Library providing excellent customer service and library spaces that foster a convenient, welcoming, and inclusive environment for all.

As envisioned, the library contributes to the development of an informed and engaged community. It will grow a new generation of young readers and foster the joy of reading for all generations. It will both attract and nurture new library customers as well as enhance services valued by traditional library customers.

The library will create spaces and opportunities that promote community connections, creativity, and collaboration in a manner reflective of and tailored to the community we serve, making the library a destination where everyone feels welcome and supported.

# STRATEGIC PLAN GOALS

## 1. MAKE THE MOST OF THE NEW BUILDING.

- Evaluate space usage.
- Optimize use of both indoor and outdoor spaces.
- Identify workflow efficiencies to optimize operations and improve performance.

## 2. CHAMPION PUBLIC ACCESS.

- Identify barriers to access.
- Evaluate building hours and usage patterns.
- Advocate for public parking.
- Connect community to services through outreach and marketing.

## 3. PROVIDE A CONSISTENT EXPERIENCE.

- Encourage a positive staff outlook toward change and growth.
- Educate customers on foundational library skills.
- Ensure consistent customer treatment through effective staff training.
- Evaluate staff structure, wages, and benefits.

## 4. FOSTER GOOD STEWARDSHIP OF PUBLIC INVESTMENT.

- Develop guidelines for evaluating community partnerships.
- Pursue and broaden funding opportunities.
- Assess programs and services to ensure relevance and resource efficiency.
- Advocate for fair and justifiable funding with an eye towards long-term sustainability.
- Maintain budget transparency with both staff and the community.

## 5. DEVELOP AND MAINTAIN DIVERSE COLLECTIONS.

- Increase collection usage.
- Reflect the unique needs of our community.
- Leverage usage data to drive collection growth.
- Interconnect collections with programs and services for mutual benefit.
- Develop collection promotions using effective strategies and evaluation methods.

## 6. DEVELOP AND MAINTAIN CRUCIAL PROGRAMS AND SERVICES.

- Reflect the unique wants and needs of our community.
- Develop effective tools to evaluate community impact.
- Leverage usage data to ensure continuous relevance and resource efficiency.
- Develop promotions using effective strategies and evaluation methods.

