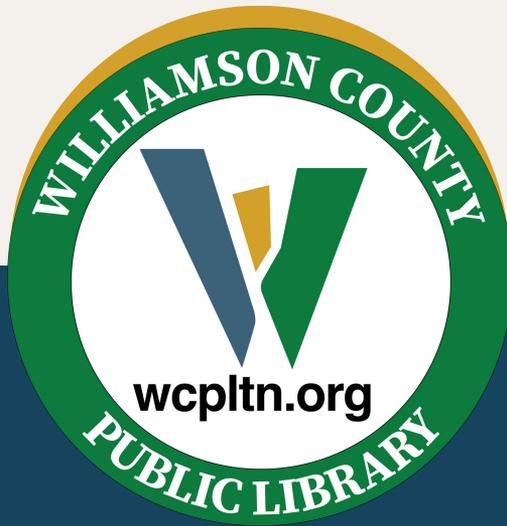


2024 - 2027



WILLIAMSON COUNTY
PUBLIC LIBRARY
SYSTEM

Strategic Plan

From the Director

Williamson County Residents,

A committee consisting of Library Board of Trustees and myself was formed and tasked with creating a new strategic plan to guide our direction as a library system over the next three years. We took our time reviewing our previous plan, looking at the accomplishments of the Interim Management Team and shifted our focus to the years ahead. We surveyed and gathered data from community leaders, staff, and residents of our County.

We reviewed over 900 responses and feedback from our surveys. Overall, the community is happy with the Library System's services, programs, and resources. We did hear about areas for needed improvement. Our plan intends to target those areas that were specifically mentioned in your feedback. Space and convenience were an overwhelming concern. We love that the community desires larger, well-equipped libraries. We also heard about how many value and appreciate our library staff. With that being said, there were also some concerns indicated in the feedback. Delivering exceptional service is my utmost priority. Every person should feel welcome, receive friendly and efficient service.

It is important to note that the strategic plan presented is not exhaustive and may require changes over time to ensure its continued effectiveness. Any proposed changes to the plan will be thoroughly reviewed and considered by the Library Board of Trustees on an annual basis to ensure that we are always moving in the right direction. Our goal is to provide the best possible service and resources to our community, and we remain committed to achieving that goal through collaboration, creativity, and hard work.

Jessica Jeffers

Our Mission and Vision

MISSION

Create a diverse and accessible atmosphere that provides windows to the past, pathways to the future, and enrichment of the community in the present.

VISION

Cultivate an environment for lifelong learning, growth, and connection.

Our Patrons

What do our patrons and communities need?

AWARENESS

It's important for our patrons to stay informed about the happenings at our library. There are an abundance of programs and services available that may surprise many people. Our patrons need us to develop a comprehensive marketing plan that will ensure our citizens are informed.

EXPANDED SPACES

Our patrons need spaces to gather, study, converse, meet, work and unwind. More space allocated to collections and programming. They expect the library to be welcoming, organized, clean, and comfortable.

EXCEPTIONAL SERVICE

Our patrons anticipate receiving outstanding service from all of our employees, regardless of their position. They want assistance from well-trained, well-informed staff members who are empowered to make decisions. They expect service to be friendly and accurate.

Strategic Plan 2024-2027

Engage, Evolve & Excel

Goal 1

Prioritize connections with our communities and patrons.

- Expand marketing, community outreach, and engagement efforts to increase the Library's presence and crucial role in our communities
- Build organizational capacity to develop and sustain increased in-house marketing activities
- Nurture existing partnerships and develop new strategic partnerships to expand services that benefit patrons
- Create a strategy to target underserved communities

Goal 2

Analyze the use and effectiveness of spaces to meet user needs, enhance the library experience, maintain a welcoming environment and work towards bringing our libraries up to community standards.

- Update furnishings
- Prioritize and advocate for funding renovations where needed
- Allocate more space based on community needs and actively promote growth and expansion
- Expand the availability of self-checkout stations
- Collaborate with the school districts and area home school families to identify and implement ideas to facilitate easier use of the library by students and to best support students with space and resources
- Prepare for the new Bethesda Branch Library

Goal 3

Deliver exceptional service, materials and programming.

- Enhance and improve the Library's public catalog and website, improving the discovery of materials, services and resources
- Equip all library staff to successfully support strategic initiatives through opportunities for training and professional development
- Explore and Implement staff core values
- Expand staff recognition program
- Investigate eliminating fines by researching the experiences of other libraries and seeking alternative funding support to offset potential revenue loss
- Develop new strategies and programming with targeted focus areas throughout the various age groups served by our libraries
- Evaluate current digital resources and allocate additional funding toward expanding the digital collection

N O L E N S V I L L E