

Strategic Plan

Cape Girardeau Public Library

2019-2022





Vision: The Cape Girardeau Public Library is the community destination for education, community and social experiences

Mission: The Cape Girardeau Public Library will focus its efforts on being a community destination for access to resources, technology, programs, and education

Introduction

The Cape Girardeau Public Library is more than books in the community. We promise to offer a plethora of resources and services to our community. Through our Strategic Plan, we will navigate the Cape Girardeau community to a brighter future.

Goals & Objectives

GOAL 1: Expand marketing efforts and community outreach

OBJECTIVE 1: Retain current customers and re-engage lapsed users through a comprehensive messaging campaign

HOW WE MEASURE: The Library will increase market penetration from 35 percent in the next 12 months and set new targets annually

OBJECTIVE 2: Increase utilization of library services by growing awareness and elevating the library's presence in the community

HOW WE MEASURE: The Library will achieve a 10 percent increase in measurable customer usage across targeted service lines in the next 12 months and set new targets annually

GOAL 2: Build youth library engagement, with an emphasis on teens

OBJECTIVE 1: Engage youth by diversifying teen program offerings

HOW WE MEASURE: The Library will create an annual calendar of activities, increase the number of teen program offerings to grow teen attendance by 5 percent per program in the next 12 months and set new targets annually

OBJECTIVE 2: Increase active youth cardholders by expanding relations with local educational systems and community agencies

HOW WE MEASURE: The Library will work with community partners to increase the number of active youth cardholders from 1222 to 1320, an 8 percent increase, in the next 12 months

OBJECTIVE 3: Expand youth usage of digital resources by increasing awareness of digital collection through e-mail and in-library promotions

HOW WE MEASURE: The Library will increase funding for youth digital titles and grow digital circulation of youth materials to 225 downloads per month in the next 12 months and set new targets annually

GOAL 3: Innovate, maintain, and improve facilities according to community needs

OBJECTIVE 1: Elevate existing or unused library space for innovative uses

HOW WE MEASURE: The Library will complete a facilities study in the next 12 months and prioritize needs based on customer usage, community interest, and funding requirements

OBJECTIVE 2: Expand service to our community by maximizing current facilities

HOW WE MEASURE: The Library will update facilities to meet priorities identified in the facilities study in the next three years

GOAL 4: Continue to operate library with a customer-centric focus

OBJECTIVE 1: Create a service model that puts the needs of the customer and the community first

HOW WE MEASURE: In the next 12 months, the Library will utilize customer feedback to implement a service model and provide staff with resources to empower them to put the customer first

OBJECTIVE 2: Implement customer satisfaction surveys to garner regular customer feedback to assist in decisions about library operations

HOW WE MEASURE: In the next 12 months, the Library will survey customers on a regular basis, track feedback, and will show an improving trend in customer satisfaction

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