



## STRATEGIC PLAN 2022-2025

### **Goal 1: Strengthen the library's financial sustainability.**

- Establish a Caldwell Public Library Foundation and conduct a long-term fundraising campaign for ongoing program and service needs. **(September 2025)**
- Create a diversified funding strategy by identifying new philanthropic partnerships, sponsorships, and revenue enhancement opportunities. **(Ongoing)**
- Increase awareness of the Caldwell Public Library Endowment Fund and conduct long-term fundraising to support the Endowment. **(Ongoing)**

### **Goal 2: Enhance the library's community engagement efforts.**

- Develop and implement a targeted community outreach and marketing strategy to increase community awareness of the range of services and programs the library provides. **(September 2023)**
- Expand collections to reflect the needs of all community members including seniors and Spanish speakers. **(Ongoing)**
- Broaden our physical reach within the community by implementing two 24-hour library access points. **(September 2023)**
- Improve outreach to the underserved areas of the city and improve communication with patrons living in area. **(Ongoing)**
- Create a full-time youth services outreach librarian position. **(September 2022)**

### **Goal 3: Expand the library's marketing activities to reach a broader audience in the community and increase library users.**

- Develop and implement an official Marketing and Social Media Plan that focuses on promoting non-traditional library services, new offerings, and programs. **(September 2022)**
- Review brand manual and create opportunities for all staff members to learn about the library's brand and how to promote in a consistent and effective manner. **(Ongoing)**
- Collect and share community impact stories to strengthen support for library services. **(Ongoing)**
- Create a full-time communications specialist position. **(September 2022)**

## **Goal 4: Meet community demand for technology resources and skills development.**

- Upgrade vital network infrastructure to provide a more manageable, stable, and fast network and internet connectivity. **(September 2023)**
- Implement a Technology Plan that supports our strategic priorities to meet the changing needs of our patrons. **(September 2022)**
- Provide patrons with access to a variety of technologies and classes that support job seekers, business development, and enhance connectivity for seniors, lower-income residents, and families. **(Ongoing)**

Approved by Board of Trustees 12/16/2021