



**LIVING**  
**LEARNING**  
**THINKING**  
**READING**



ASHE COUNTY PUBLIC LIBRARY  
**STRATEGIC PLAN**  
**2022-2026**



# our mission

To nurture individual and community growth through free and equal access to resources for reading, thinking, learning, and living



## GOAL 1: BRING LIBRARY SERVICES TO DIVERSE POPULATIONS THROUGHOUT THE COUNTY

- Prioritize services to underserved populations
  - Partner with FOL to maintain, promote, and stock Twigs
  - Connect with community organizations that target underserved populations to tailor and expand services to these groups
  - Build sustainable support for non-traditional service methods such as a bookmobile and smart lockers
- Make the library more accessible for everyone
  - Use digital resources to reach patrons who may not be able to visit the library in person
  - Review policies, procedures, and library culture that have the potential to create barriers to access
  - Make physical resources more accessible through assessment of library procedures as well as by marketing via a variety of platforms



## GOAL 2: FOSTER A LIFELONG LOVE OF READING FOR ALL AGES AND ALL LEVELS OF LITERACY

- Ensure collections are sufficient to meet patron needs for educational, informational, and recreational reading
  - Keep our collection current and relevant
  - Identify community needs
  - Create a collection for new adult readers and make the general collection more accessible to these patrons
  - Assess Spanish collection to increase circulation
  - Expand collection of electronic resources
  - Evaluate and consider the need for non-traditional items to promote health literacy, financial literacy, etc.
- Providing interesting literary experiences for all ages
  - Book clubs
  - Reading challenges
  - Summer learning
  - Author visits
- Promote and encourage adult literacy
  - Provide resources and referrals for new adult readers to improve their literacy
  - Cultivate relationships with local adult literacy educators
  - Work with community agencies to undertake a feasibility study for a local adult literacy council



## GOAL 3: PROVIDE PROGRAMS THAT INSPIRE LEARNING, IMAGINATION, AND GROWTH

- Provide children's programming focused on emergent literacy, early literacy, and STEAM
  - Offer evidence-based early literacy programming
  - Offer STEAM programs
  - Implement staff evaluation of programs, services, and outreach
  - Attend community events to increase the visibility of the library
  - Offer programs to support emergent literacy
  - Gather input from the community on children's programs
  - Reinvigorate collaboration with schools, preschools, daycares, and other community partners
- Provide teen programming that positions the library as a third place and encourages the love of reading
  - Continue to offer non-traditional programming to engage a broader teen audience
  - Provide regular programming aligned with the library's mission as well as the felt or expressed needs of teen patrons
  - Implement regular evaluation of patrons and staff as part of program design
- Provide adult programming that addresses a multitude of literacies and encourages lifelong learning
  - In our role as a programming partner, listen well and act wisely to ensure the value of the library and its resources is clear
  - Expand non-traditional programming to engage a broader adult audience
  - Leverage partnerships with like-missioned organizations to offer programs on a variety of topics
  - Implement regular evaluation of patrons and staff as part of program design
  - Continue to build on the demonstrated success of existing programs
  - Reimagine information literacy instruction for Ashe Campus of Wilkes Community College, Ashe Early College, Ashe County High School, and the general public
- Provide intergenerational and family programming that encourages skill-building and the love of reading
  - Plan author visits that appeal to all ages
  - Provide program opportunities for intergenerational and family groups to cultivate healthy habits, learn life skills, etc.

## GOAL 4: WELCOME THE COMMUNITY INTO A FRIENDLY AND WELL-MAINTAINED LIBRARY

- Engage in advocacy efforts to extend the library's welcome beyond our physical space
  - Strengthen partnerships and strategically seek new partners
  - Market to non-users with community organization assistance
  - Use evidence to communicate library value to community leaders
- Provide frequent, high-quality opportunities for staff development at all levels of the organization
  - Provide opportunities for staff to gain new skills and refresh existing ones
  - Administer a biennial staff satisfaction survey
  - Provide regular customer service training for all staff members
- Maintain and improve library facilities
  - Develop cleaning, maintenance, replacement, and improvement schedules for the library building
  - Renovate the community room
  - Provide outdoor spaces for reading and gathering



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## GOAL 5: SERVE AS A TECHNOLOGY HUB FOR THE COMMUNITY

- Make the library a trusted place to use technology and receive assistance
  - Offer technology assistance at patrons' point of need
  - Provide adequate staff training for all technologies
  - Provide access to regularly-updated technology and internet access
  - Increase marketing of existing and newly-acquired technologies as well as technology assistance services
- Expand access to technologies and technology assistance
  - Establish goals for acquiring, distributing, and maintaining technologies and assistance
  - Select and provide technologies based on expressed or observed needs
  - Identify and reach underserved populations that do not have adequate access to technologies
- Develop opportunities for community members to become content creators
  - Provide digital literacy training to patrons
  - Make technology for creation accessible to patrons
  - Help patrons learn processes and use technologies to aid in content creation

# OUR PATRONS LIVING A LARGER LIFE @ ACPL!



## Ashe County Public Library

148 Library Rd., West Jefferson, NC, 28694 | 336.846.2041 | [arlibrary.org/ashe](http://arlibrary.org/ashe)

## Watauga County Public Library

140 Queen St., Boone, NC, 28607 | 828.264.8784 | [arlibrary.org/watauga](http://arlibrary.org/watauga)

## Western Watauga Branch Library

1085 Old US Hwy 421, Sugar Grove, NC, 28679 | 828.297.5515

## Wilkes County Public Library

215 Tenth St., North Wilkesboro, NC, 28659 | 336.838.2818 | [arlibrary.org/wilkes](http://arlibrary.org/wilkes)

## Traphill Branch Library

6938 Traphill Rd., Traphill, NC, 28685 | 336.863.3563

## Appalachian Regional Library

Administrative offices located at Ashe County Public Library | [arlibrary.org](http://arlibrary.org)

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