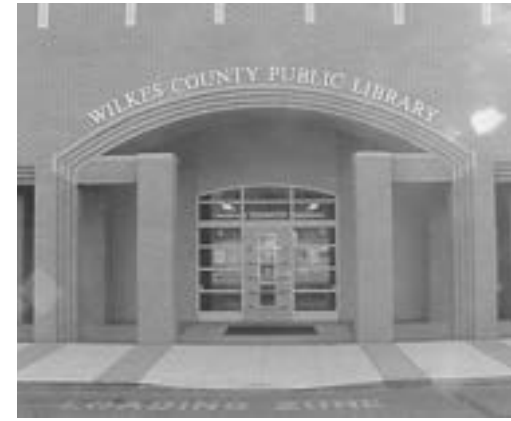


OUR PATRONS LIVING A LARGER LIFE @ WCPL!



**LIVING
LEARNING
THINKING
READING**

Ashe County Public Library
148 Library Rd., West Jefferson, NC, 28694 | 336.846.2041 | arlibrary.org/ashe

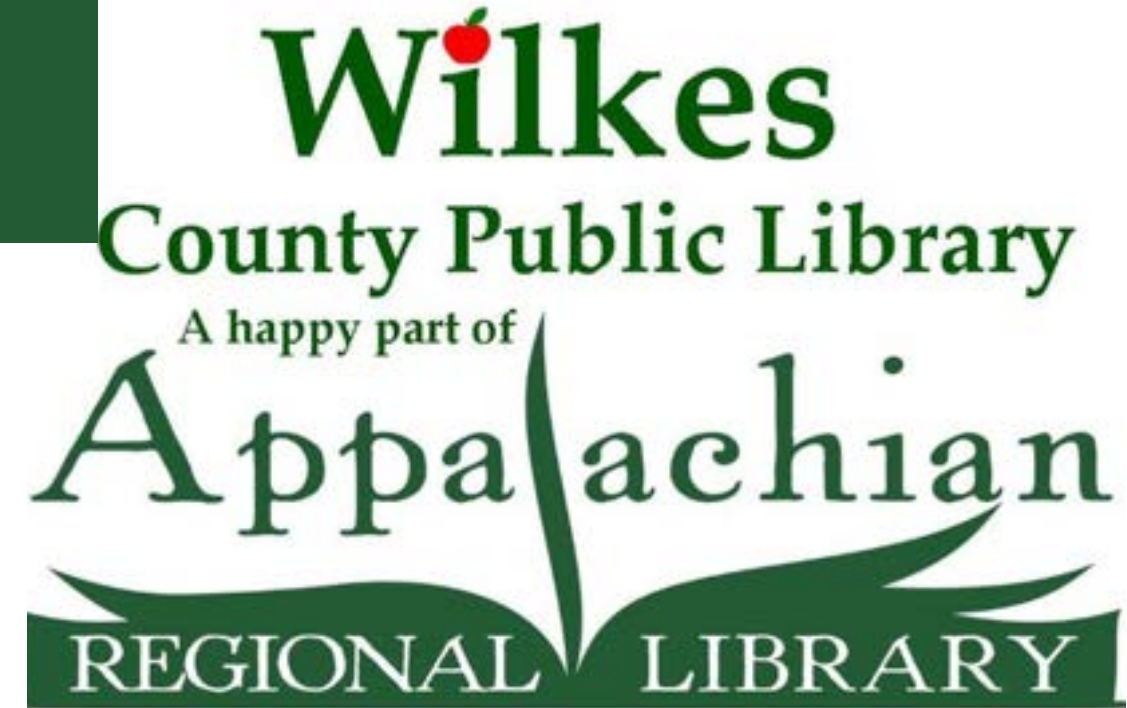
Watauga County Public Library
140 Queen St., Boone, NC, 28607 | 828.264.8784 | arlibrary.org/watauga

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

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




WILKES COUNTY PUBLIC LIBRARY STRATEGIC PLAN 2022-2026

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our mission

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




GOAL 1: COMMUNITY COLLABORATIONS AND PARTNERSHIPS

- Strengthen community partnerships
 - Establish a roster of community partners
 - Establish services to be offered
 - Develop and implement a plan or MOU with community agencies
- Create and implement joint programming with partners
 - Determine programs and services that could be offered with library collaboration
 - Develop a regular schedule of collaborative programs and activities
 - Expand capacity through grant-writing
- Develop a library partner agency recognition program
 - Offer formal recognition of library partnerships
 - Develop incentives for partners
 - Marketing and publicity campaign

GOAL 2: INNOVATIVE AND RELEVANT SERVICES AND PROGRAMMING

- Develop outreach services for underserved and targeted populations
 - Develop a library programming committee of staff and Friends of the Library members
 - Evaluate existing programs to determine effectiveness
 - Identify specific high priority populations to be served
 - Develop strategies, programs, partnerships, and funding sources to reach those demographics
 - Implement new outreach services
- Improve educational and technology skills for people
 - Develop tutoring / training programs focusing on groups negatively impacted by Covid-19
 - Identify specific needs
 - Increase access to virtual learning opportunities
 - Advertise and market new programming

GOAL 3: TECHNOLOGY AND DIGITAL LITERACY

- Create a plan to increase access to technology
 - Identify appropriated partners for collaboration to improve access and understanding of technology
 - Identify target audiences and innovative solutions
 - Identify staff or volunteers who will provide training
 - Purchase appropriate technology
 - Secure funding for purchase of technologies
 - Maintain and increase the number of hotspots yearly
 - Create training tailored to specific needs
 - Develop training materials each year technology is added
 - Train staff as new technology is added
 - Offer training in multiple formats for public
 - Promote the technology and training opportunities
- 

CONNECT

INSPIRE



EMPOWER

EXPLORE

GOAL 4: MAINTAIN AND EXPAND COLLECTIONS

- Purchase new items for our print, audiovisual, and digital collections every year
 - Weed items every year from these collections that are damaged, outdated or that do not circulate
 - Maintain the attractiveness of these collections on a daily basis by keeping the shelves where these items are located straight and in order
 - Merchandise these collections through displays on at least a quarterly basis
- Expand the nontraditional collection
 - Determine areas of high usage
 - Secure funding for this collection
 - Purchase more nontraditional items
 - Develop a marketing plan for this collection
- Keep current on emerging library trends and technologies
 - Provide patrons and staff with training on emerging technologies

GOAL 5: ORGANIZATIONAL EXCELLENCE

- Increase municipal and county funding
 - Provide county commissioners and town managers with statistics and demographics proving library patronage and use
 - Request county commissioners and town managers make a "field trip" to the library to see firsthand what is available
 - Encourage county commissioners and town managers to use library spaces for events and meetings
 - Provide annual review for county commissioners and town managers of structure and benefits of the regional system
 - Increase advocacy to municipalities and stress the importance of municipal funding
 - Develop community advocates who will publicly support the library
 - Strengthen existing partnerships
 - Encourage Friends of the Library to actively advocate the library to city and county officials
 - Identify, recruit, and train community advocates who are willing to help the library advocate for more funding and facilitate communication between the library and county commissioners
 - Launch awareness campaign on the importance of libraries
 - Establish a marketing committee of staff and community members
 - Share vision, mission, and strategic goals with the community
 - Consistently advertise and market the values of libraries and national, state, and county trends
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GOAL 5: ORGANIZATIONAL EXCELLENCE . . .CONTINUED

- Implement staff training and professional development
 - Ongoing training for topical and relevant new technologies via online courses, workshops, or webinars
 - Staff training newsletter to highlight new NCLives subscriptions, ebook releases, e-reader technology, or any other relevant technologies.
 - Improve staff understanding of policy and procedures to ensure consistent application throughout the system
 - Staff training that includes regional structure, library boards, Friends of the Library policies as well as department procedures
 - New hire cross training so that staff have a better understanding of the duties and responsibilities of each department to better serve the public
 - Encourage attendance to professional conferences by maintaining adequate funding sources