



FAYETTEVILLE FREE LIBRARY

2021-2023 Strategic Plan

3 Year Goal:

Broaden our reach and deepen our impact
to strengthen our whole community

Stability



Maintain our strong foundation

Sustainability

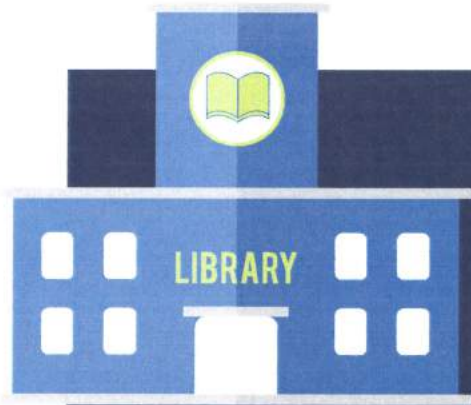


as we work to build a better future

Inclusion



with all voices heard



OUR MISSION

The FFL supports the evolving needs of our community by providing equitable access to ideas, information and resources needed for success in 21st Century life.

OUR VISION

is that all members of our community will be able to use the library to:



Meet their lifelong learning & information needs in order to thrive in the world.



Utilize services & resources for enlightenment and entertainment.



Access free, diverse, accessible & up-to-date resources and technologies.



Come together to share ideas in a pleasant, safe, and welcoming community environment.





Organizational Goals

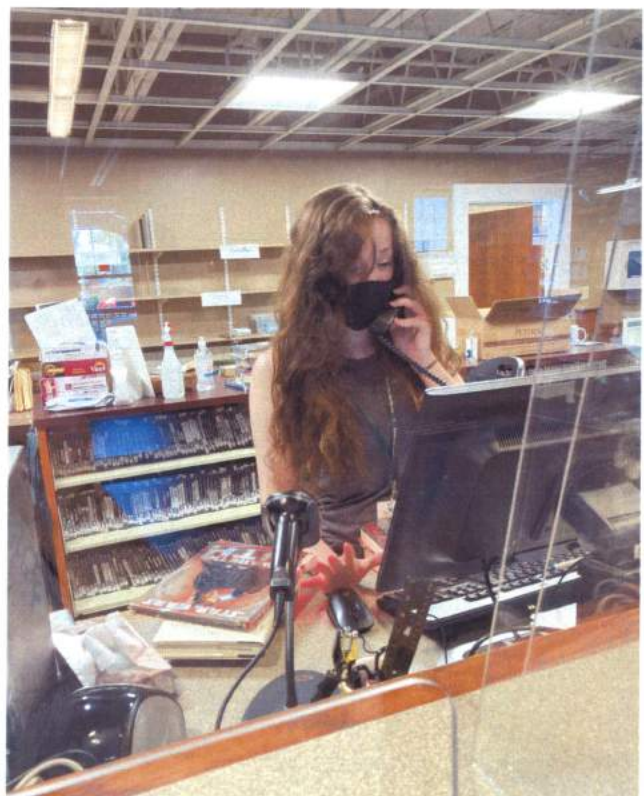


#1: STRENGTHEN SUPPORT STAFF

Work towards making support staff positions long-term rather than transitory

To reach this goal, we will:

1. Improve support staff performance, job satisfaction, and long-term retention by offering competitive packages, professional development opportunities, and specialized project work
2. Refine our support staff hiring process to proactively recruit long-term hires and underrepresented candidates
3. Update organizational chart and job descriptions



Organizational Goals (cont.)

#2: BOLSTER BOARD ENGAGEMENT

by scheduling more development & participation opportunities, revising our recruitment process and formalizing board committees

To reach this goal, we will:

1. Formalize descriptions and purpose of each board committee and ensure board members are involved in at least one committee based on skills and expertise
2. Refine our board recruitment strategy to ensure inclusive and robust community representation
3. Create an organizational calendar of library events and development opportunities for board members and staff

#3: IMPROVE VOLUNTEER PROGRAM

by creating a detailed action plan for volunteer recruitment and engagement

To reach this goal, we will:

1. Develop a detailed action plan for volunteer recruitment and engagement
2. Implement new opportunities for social connection and recognition amongst volunteers, board and staff



Service Goals



#1: SEEK TO BETTER UNDERSTAND & MEET COMMUNITY NEEDS

To reach this goal, we will:

1. Continue to integrate targeted equity, diversity and inclusion training into staff development to ensure that we are providing the best service to all populations
2. Develop a Community Profile, using Census data, tax records, surveys, focus groups, and targeted community conversations
3. Distribute Community Profile to all committees for inclusion in their actions plans

#2: STRENGTHEN RELATIONSHIPS

with local organizations, groups, businesses, and current non-users



To reach this goal, we will:

1. Develop and implement a Partnership and Outreach action plan
2. Increase participation with and attendance at local board and committee meetings, including local government, school boards, parent teacher organizations, Chamber of Commerce
3. Expand our efforts to educate local non-library users about our resources, services, programs, history, and impact

Service Goals (cont.)

#3: ASSESS & REFINE PROGRAMMING

in order to ensure accessibility, representation, and that community needs are being met

To reach this goal, we will:

1. Create an organizational calendar including dates of cultural significance for use when planning programs
2. Develop a criteria and schedule for routinely assessing library programs, working to ensure quality, impact, accessibility, and inclusion of diverse voices
3. Based on the results of Community Profile, involve new organizations, groups and speakers in our programming in order to maximize resources and ensure that our whole community is being served and represented



Facilities Goals



#1: IMPLEMENT GREEN ENERGY TECHNOLOGIES

while lowering energy costs

To reach this goal, we will:

1. Pursue grant funding and rebates in order to install an electric vehicle charging station
2. Explore grant and rebate opportunities to fund green energy options for our building, including community solar

#2: IMPROVE CONDITION & ACCESSIBILITY

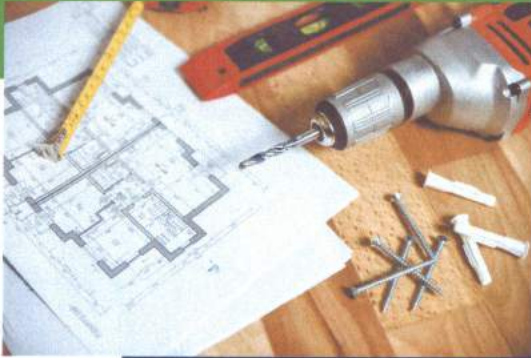
of our historic building and grounds



To reach this goal, we will:

1. Assess building interior for appeal, utilization of space and accessibility
2. Establish and implement facility routine maintenance plan and schedule
3. Improve interior and exterior building signage
4. Improve accessibility and usability of our Green Space by:
 - a. Conducting a Green Space Assessment
 - b. Installing additional outdoor seating for patrons

Facilities Goals (cont.)



#3: EXPLORE RENOVATION OPPORTUNITIES

To reach this goal, we will:

1. Perform a feasibility study for renovation of our building's East Wing, which will include identification of potential revenue sources
2. If renovation is deemed feasible, develop a multi-year timeline and budget plan with community input





Adopted by the Fayetteville Free Library Board of Trustees on: 2021-01-26

Randi Ludwig, Co-President: *Randi Ludwig*

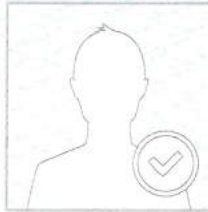
David Wheeler, Co-President: *David Wheeler*

Heather Matzel, Executive Director: *Heather Matzel*

Signature Certificate

Document Ref.: 3GMA7-GZDZH-BFUJW-CBYGY

Document signed by:



Randi Ludwig

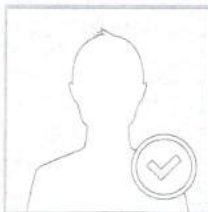
Verified E-mail:

[Redacted]

IP: 144.121.57.122

Date: 27 Jan 2021 18:08:55 UTC

Randi Ludwig



Heather Matzel

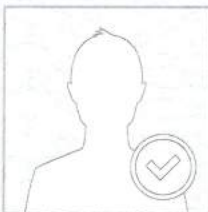
Verified E-mail:

[Redacted]

IP: 71.115.177.110

Date: 02 Feb 2021 17:07:19 UTC

Heather Matzel



David Wheeler

E-mail:

[Redacted]

Signed via link

IP: 67.249.45.224

Date: 10 Feb 2021 23:55:55 UTC

David Wheeler



Document completed by all parties on:

10 Feb 2021 23:55:55 UTC

Page 1 of 1



Signed with PandaDoc.com

PandaDoc is the document platform that boosts your company's revenue by accelerating the way it transacts.

