

Library Strategic Goals & Objectives: 2020-2023

The Library's Goals and Objectives were developed in 2019 through community conversations, surveys, and visioning exercises with stakeholders. They are affirmed by the Library Advisory Board and Library Advisory Committee.

AWARENESS of the Library's resources & value

The Lincoln Public Library is the top-of-mind resource for community members.

1. Development of consistent internal and external visual standards
2. Development and implementation of a robust marketing plan, including print, digital, and outreach components highlighting library resources, services, and facility.
3. Redesign of the Library's website to make relevant information easier for community members to find.
4. Development and implementation of continuous staff training in library resources, ensuring staff are fluent advocates for all services.
5. Development and implementation of continuous volunteer training in library standards and resources, ensuring volunteers are empowered advocates for the library.

ACCESS to the Library and its services

The Lincoln Public Library is a welcoming and accessible resource for the entire community.

1. Review and update circulation policies to meet community needs.
2. Implement a new integrated library system with enhanced features to access the catalog and collections.
3. Complete research and feasibility studies for alternative forms of access to collections and services, including digital cards, book lockers, community partnerships, outreach, and homebound services.
4. Identify at least two communities underserved by the library, and develop and implement an outreach program to these communities.

INTEGRATION with Twelve Bridges High School

The Lincoln Public Library is a dynamic, multi-generational learning center.

1. Develop a student-specific card type, with circulation rules similar to those at Lincoln High School, and automatically attached to each student ID card.
2. Refresh the Teen Space with contemporary, teen-focused furnishings.
3. Develop a roster of teen-focused after school programs.
4. Review the code of conduct and library policies to ensure they meet the needs of both the public and the school.
5. Establish regular channels of communication between school and library personnel.
6. Establish sustainable staffing and open hours to support current programs and the needs of the Twelve Bridges High School.

STEWARDSHIP of the Library's collections

The Library has a robust collection that meets the recreational and educational needs of the community.

1. Complete an inventory and assessment of the library's entire collection, including digital resources.
2. Streamline the process to alert patrons of overdue and lost items, and provide multiple avenues for patrons to keep their accounts in good standing.
3. Research and develop feasibility studies for inter-library loan options and other collection-expanding alternatives.
4. Make it easier and more transparent when patrons request items to be added to the collection.