LCPL
LOUDOUN COUNTY
PUBLIC LIBRARY

Strategic Plan, 2020-2025

MISSION

Inspiration, Information, Innovation, Inclusion

VISION

Loudoun County Public Library builds community through activities and resources that celebrate the joy of reading and learning.

VALUES STATEMENT

- We welcome all
- We are friendly and helpful
- We celebrate learning and intellectual curiosity
- We embrace diverse perspectives
- We encourage collaboration and innovation
- We empower staff
- We manage resources well
- We get things done

GOALS & STRATEGIES

GOAL 1: COMMUNITY ENGAGEMENT

Strengthen engagement with all sectors of the community to collaborate, gather feedback, create buy-in, and spread the library message.

Strategies:

- Work with a wide range of sectors (schools, county agencies, area nonprofits, civic groups, businesses, economic development entities, etc.) to identify opportunities for collaboration.

- Identify targeted library service constituencies (adults, youth, teens, ethnic groups, English language learners, professionals, etc.) to further engage in developing desired programs and services.

- Explore the possibility of LCPL as a connecting hub across the community to inform the public about available services and resources.

GOAL 2: FACILITIES USAGE AND GROWTH PLANNING

Consolidate gains from recent expansions and apply lessons learned as future needs emerge.

Strategies:

- Evaluate the hours of operation and service model at branches and adjust as needed to better meet community needs.

- Explore trends in other communities nationwide, such as kiosk services, smaller footprints, pick-up locations for holds, and co-locating with partners, to effectively expand the range and types of services at future facilities.

- Work with the County to develop a long-range facilities master plan to address the need for new and diverse facilities, building standards, and ongoing maintenance requirements.

GOAL 3: PROGRAMS

Review and foster programming system-wide to strive for consistency, quality, reach, and effectiveness.

Strategies:

- Create an internal programming group with branch representatives to maximize the potential of centrally-produced and higher-profile programs, while balancing with local efforts.

- Develop more specific goals for programming, especially for use in assessing programming success.

- Refine and increase offerings as new products and populations appear, popularity increases and declines, and achievement of programming goals is accomplished.

GOAL 4: CUSTOMER SERVICE

Strengthen the customer-focused service model to increase use, satisfaction and efficiencies, and by investing in our superior staff.

Strategies:

- Update the staffing model to provide for general broadening of customer assistance by all public staff, while maintaining specialized service where appropriate and needed.

- Extend training and communications to foster the customer-focused service model among all levels of library staff.

- Conduct regular, on-going evaluation of the service model with both customers and staff.

GOAL 5: PUBLIC AWARENESS AND MARKETING

Capture the value of the Library's brand to create a stronger system-wide identity that speaks to inspiration, information, innovation, and inclusion.

Strategies:

- Expand external messaging to promote programming, initiatives, resources, and services.
- Reinforce the Library's brand and messaging in all communications, services, and programs.
- Ensure that all staff advance the Library's brand and messaging through direct engagement with customers and community partners.
- Develop additional initiatives to support branding and dissemination of brand messages.

GOAL 6: RESOURCE DEVELOPMENT

Explore efforts to increase private support and public advocacy.

Strategies:

- Work with the Library Foundation to develop future directions in support of the Library.
- Open dialogs with Friends groups to coordinate and maximize their contributions and activities.
- Create a cohesive, annual advocacy program to increase the overall value proposition for public support.