



FY2023-2027  
Strategic Plan

Approved by the Board of Trustees on  
July 18, 2023



## Our Mission

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Each and every day, Euclid Public Library is committed to our mission of:

**Excellence** – delivering superior quality service.

**Professionalism** – providing a standard of ethics for patron privacy and a respect for inquiry of information.

**Learning** – assisting patrons through experience, exploration, and education.

## Our Vision

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To be the gem of the community.

## Our Values

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### **Literacy**

We are committed to nurturing the power of reading and lifelong learning through a rich and diverse collection.

### **Equity**

We are committed to respecting the diversity of our community and staff and providing a safe and welcoming space for all. We will treat everyone with dignity and empathy.

### **Access**

We are committed to providing equal and (open access) to services, programming, and resources.

### **Adaptability**

We are committed to remaining flexible and agile to meet the needs of our ever-changing community.

### **Fiscal Responsibility**

We are committed to acting as responsible stewards of community resources and providing a consistently, high-quality experience.

# Our Future: Strategic Goals

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- **Provide accessible, functional, and current library spaces.**
- **Elevate programs, resources, and service for all.**
- **Cultivate staff service.**
- **Foster continuous community connections and partnerships.**

## Introduction

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The Euclid Public Library began its strategic planning process in October 2022 to prepare for its future. The Euclid Public Library is committed to serving its community and was equally committed to involving the community in the strategic planning process via Focus Groups and a Community Survey. The new strategic plan focuses on providing the community and staff with accessible spaces, continuing to elevate programming, resources, and services, maximizing their outstanding staff, and building community connections.

The strategic plan is organized around four strategic goals, each supported by strategic objectives and action items. The plan serves as a guide for decision-making and effective resource allocation. Above all, the plan reinforces Euclid Public Library's commitment to excellence, professionalism, and learning.

### The Process

The Euclid Public Library gathered input from the community through an online survey yielding 428 responses. In addition, three focus groups were held with patrons and community stakeholders.

The information acquired from the surveys and focus groups was shared with the Board of Trustees and the management team of the library. The survey and focus groups indicated that the Euclid Public Library maintains a high level of satisfaction in the community with many offering praise for the dedicated library staff, programming, resources, and services that the library provides. The library is viewed by many as a safe space to socialize, learn, and access information. Several suggestions for specific programs and services were offered including hobby-based clubs, cooking classes, ACT and SAT prep, and more senior programming. Other general requests included year-round Sunday hours, a greater range of times for library programming, better notifications about automatic renewals / when items are due, and offering assistance with things such as student loan forgiveness applications and other forms.

During a half-day retreat in January 2023, the Board of Trustees developed the library's mission, vision, and values. The Board of Trustees also utilized the knowledge gained from the surveys and focus groups in the context of a SWOT (Strengths, Weaknesses, Opportunities, Threats, and Aspirations) analysis which was essential to the formation of new strategic goals.

The Board of Trustee's retreat was followed by two All-Staff Planning Sessions on January 19<sup>th</sup> and 25<sup>th</sup>, 2023, in which the staff worked in small groups to brainstorm ideas around the themes of relevancy, healthy solutions, diversity and inclusion, failure and innovation, and partnerships. Ideas were compiled and provided to the management team. A four-hour Leadership Team retreat was held in February 2023, to consider the strategic goals through five library-specific perspectives (Customer, Staff, Internal Processes, Financial Resources, and Non-financial Resources), resulting in objectives to be employed in achieving the stated goals. The management team also participated in a session devoted to creating action items using the SMART (Specific, Measurable, Achievable, Relevant, Time framed) method. All of the compiled information was then used by the Leadership Team and staff to create and prioritize the action steps identified in the plan.

The themes from the survey, focus groups, and staff sessions are carried throughout the plan and are supported by objectives and action steps that propel the Euclid Public Library on its course for the future.

## **Planning Team**

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***Board of Trustees***  
***Administration***  
***Leadership Team***

*Strategic Planning Facilitator: Northeast Ohio Regional Library System*



## Goal 1

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**Provide accessible, functional, and current library spaces.**

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**Objectives and Action Items:**

- Create effective and ergonomic staff work spaces.
- Ensure a welcoming, safe, and flexible environment.
- Modernize library infrastructure (Facility Remodel).

## Goal 2

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**Elevate programs, resources, and services for all.**

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**Objectives and Action Items:**

- Develop and implement methods for ongoing assessment.
- Update equipment and technology for programs and services.
- Boost community awareness.

## Goal 3

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**Cultivate Staff Service.**

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**Objectives and Action Items:**

- Encourage growth and development.
- Maximize employee satisfaction.
- Determine and maintain adequate staffing levels.
- Establish a culture of continuous open communication.

## Goal 4

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**Foster continuous community connections and partnerships.**

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**Objectives and Action Items:**

- Implement a comprehensive marketing and communications strategy.
- Expand staff involvement in community relations.
- Capitalize on current partnerships to enhance collaboration.