YOUR PLACE FOR...

LEARNING
CONNECTING
FUN
BEING YOU

EVPL STRATEGIC PLAN
2021-2023
OUR MISSION & VISION

MISSION
We cultivate curiosity by creating wonder.

VISION
Communities united through shared exploration and understanding.

OUR STRATEGIC PROCESS

Library staff survey
Library board survey
Staff visioning/SWOT sessions
Public survey
Write plan based on data
Staff committee & Administration review
Present to library board
EVPL Team Members & Board of Trustees SWOT Analysis

**STRENGTHS**
- Knowledgeable and passionate staff
- Large, diverse collection to meet library user needs
- 8 locations and 24/7 online access provide free resources for all
- Programming and outreach efforts that impact a variety of individuals and groups

**WEAKNESSES**
- Many spaces and furniture are dated and need to reflect changing needs
- Teen programming and outreach
- Internal and external communication
- Internal processes, staffing models, and structure need assessed/updated

**OPPORTUNITIES**
- Expand reach in the county
- Increase digital/virtual content and access
- Be a proactive and innovative leader in the community
- Add new community connections and partnerships

**THREATS**
- High competition in multiple spaces
- Potential for reduced funding due to economic uncertainty or economic struggles
- Societal shifts and the digital divide
- Loss of institutional knowledge and memory as staff retire/leave

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company’s competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, its initiatives, or an industry.

*Synopsis provided by Investopedia.*
EVPL STRIVES TO BE YOUR PLACE FOR...

LEARNING

CONNECTING

FUN

BEING YOU
GOAL ONE

EVPL STRIVES TO BE YOUR PLACE FOR LEARNING.

Libraries are critical to our communities’ lifelong learning. Public libraries have collections, programs, and services for all ages and stages of life. Our work is grounded in supporting the learning of multiple literacies toward personal or professional development. Whether in person or online, EVPL works to provide quality learning experiences that can increase skills and build knowledge throughout your lifetime.

WHAT SUCCESS LOOKS LIKE

Resources and programs are aligned with community goals and interests.

Library programming is available at all EVPL locations, online, and in other community partner spaces and places providing multiple ways to learn.

EVPL staff feel empowered and are trained, developed, and prepared professionally to understand community needs and interests.

OBJECTIVES

Provide training and growth opportunities for all staff, including in-service learning days, webinars, conferences, coaching, etc., leading to expert and knowledgeable staff.

Explore multiple communication channels that engage and inform our staff and community about learning opportunities.

Create learning opportunities that result in an improved quality of life and/or increased skills in the Evansville community.

Increase digital literacies.

Learn from and listen to staff to improve operational efficiency and effectiveness.
EVPL STRIVES TO BE YOUR PLACE FOR CONNECTING.

The public library is where connections are made. EVPL wants to help you connect by providing spaces and places for people to come together, resources and technology to accomplish your goals, and collections that spark your curiosity.

WHAT SUCCESS LOOKS LIKE

EVPL meets customers where they are, providing services in various locations and in a variety of ways.

Customers are connected to technologies and resources that assist them in their lives.

Individuals’ knowledge of our community and the world at large is broadened through connections to library spaces, resources, local organizations, and learning experiences.

OBJECTIVES

Integrate new technologies into customer experiences and into library spaces.

Re-evaluate locations, buildings, and spaces through a Master Facilities Plan that takes into consideration shifts in community demographics.

Adapt interiors to meet community needs, including spaces which promote and allow for social connection and collaboration.

Provide programs that encourage and support building communities.

Increase reach in the community through services, outreach, relationships, and being in new spaces and places.
EVPL STRIVES TO BE YOUR PLACE FOR FUN.

Public libraries offer materials and programs that allow people the chance to escape. Whether you want to read a book that stretches the bounds of imagination, watch a movie that takes you to a galaxy far away, attend a program that makes you laugh, or just be in spaces that inspire and uplift, EVPL works to provide a variety of resources and experiences that are fun for all.

WHAT SUCCESS LOOKS LIKE

Customer satisfaction is high and smiling faces are seen at library events and in our buildings.

Creative projects and experiences are undertaken and enjoyed by both customers and staff.

Staff engagement is at an all-time high.

OBJECTIVES

Design spaces that are fun and inspire creativity.

Encourage curiosity and play for all ages through resources and experiences.

Plan programs that reflect the community’s interests and enjoyment.

Implement staff experiences that increase employee satisfaction.

Create and find wonder and excitement daily.
EVPL STRIVES TO BE YOUR PLACE FOR BEING YOU.

Equity, diversity, and inclusion have always been foundational values for public libraries. Through connections and learning we see that our communities and the world are made up of all kinds of different people. EVPL celebrates our many differences in spaces and experiences that are open, welcoming, and friendly. We recognize the complexities of equity, diversity, and inclusion work. We want to support who we all are as individuals, and acknowledge the assets in our teams and in our community.

WHAT SUCCESS LOOKS LIKE

EVPL is seen as a community partner for advancing EDISJ (Equity, Diversity, Inclusion, Social Justice) work and is known for being an institution that is welcoming for all.

Our services, collections, and program offerings have something for everyone and work to foster a community that is knowledgeable and aware of the differences that make us all unique.

Library attendance and cardholder statistics reflect people’s positive interactions with EVPL.

OBJECTIVES

Ensure that collections and programs are reflective of multiple life experiences, beliefs, and the interests of our communities.

Recruit high quality, diverse staff that enhance workplace culture.

Continually assess and improve accessibility, whether in physical or digital environments.

Provide customer experiences that are personalized when needed, but are always friendly and welcoming to all.

Listen and respond to changing customer needs, being open to new ideas.
Thank you to everyone who provided input into this plan. Our EVPL team is excited to implement the plan and share our successes with you over the next three years.

If you have any additional questions, comments, or ideas, please share them with us at ceo@evpl.org.

We look forward to continuing to work with you toward our shared community goals.