

YOUR PLACE FOR...

LEARNING CONNECTING FUN BEING YOU

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

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.*

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

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

EVPL STRIVES TO BE
YOUR PLACE FOR...

LEARNING



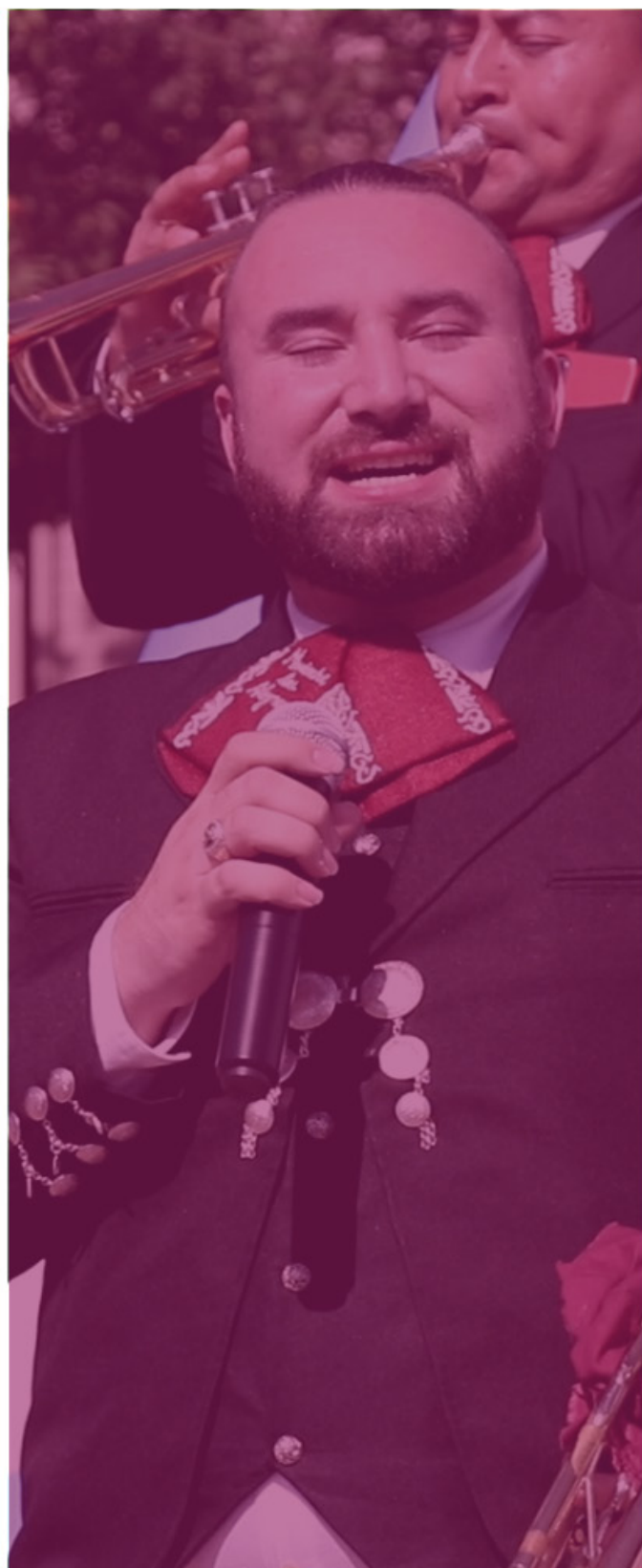
CONNECTING



FUN



BEING YOU



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.

Broadening individuals' knowledge of our community and the world at large through connections to library spaces, resources, local organizations, and learning experiences.

OBJECTIVES

Integrate new technologies into customer experiences and into library spaces.

Reevaluate 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.

DISCOVER. EXPLORE. CONNECT.

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.

