West Fargo Public Library
Strategic Plan 2011

Mission Statement
To provide access to the Library's resources for all patrons; to bridge the technology gap; to promote and stimulate lifelong reading and learning; and provide an environment in which inspiration, imagination, and networking are encouraged.

Vision Statement
To support the community's educational, recreational, professional, economic, and cultural needs.

Objective 1:	Connect with the Community: Serve all segments of the community

- Provide training to support patron access to resources (Introduction, Word, Excel, Email)
  Training on online resources.
- Serve all segments of the community (teens, housebound residents and English language learners)
- Offer events and programming throughout the entire week
- Provide outreach activities
- Explore opportunities for collaboration (For example, oral history projects)
- Respond to changes in City population and user demographics

Objective 2:	Community Spaces & Access: Provide spaces to provide services, promote community interaction, and improve access.

- Further enhance existing facilities to improve ambiance, access to collection, and provision of services, with spaces for recreation, work, and group and individual study
  Promote use of study room.
- Ensure welcoming spaces for different activities and demographic groups
  Complete "tween" area; design teen area.
- Provide more convenient access by patrons in the southern areas of the city
  Explore possibilities for branch site or other ways to provide services.
- Implement technology to improve access to resources and services
  Add additional public computers.
- Improve resource access for persons with disabilities
  Consolidate resources in a single area of library.

Objective 3:	Quality Collections: Continue balanced collection of new items, including new formats.

- *Draw up collection management policies*
- Continue to weed undesirable items and to reorganize the collections, where appropriate, to facilitate access
- *Continue to develop the Historical Center* (Past Perfect, preservation, oral histories)
- Display and promote collections

Objective 4:	Technology: Implement technologies to add value to library services

- *Provide more remote access to resources via a virtual collection*
- *Revise the website for greater functionality and ADA compliance*
- Promote a self check-out system
- Develop and implement a technology plan for updates, upgrades and acquisition of computers, printers, and software

Objective 5:	Promotion and Marketing: Expand community awareness and support

- Re-evaluate current promotion methods and staffing
- *Enhance the website as a promotional tool*
- Ensure sufficient budget for marketing the library
- Research and implement new ways to communicate with the public

Objective 6:	Staffing: Maintain an effective staff and provide a safe, supportive, and pleasant workplace.

- Ensure adequate staffing
- *Expand staff development and training*
- *Update policies and procedures*

Objective 7:	Funding: Provide good value for money

- Seek outside funding sources:
  - Friends of the Library
  - Grants
  - Local Businesses
  - Service Organizations