West Fargo Public Library
Strategic Plan 2012

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)
- 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 with WF schools and other entities.***
- 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
- ***Consolidate collections, when appropriate, to increase space available for seating and gathering***
- Ensure welcoming spaces for different activities and demographic groups
- Provide more convenient access by patrons in the southern areas of the city
- Implement technology to improve access to resources and services
- Improve resource access for persons with disabilities

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

- ***Simplify labeling in order to provide easier and more logical access to the collections***
- Continue to weed undesirable items and to reorganize the collections, where appropriate, to facilitate access (***for example, the Business collection***)
- ***Continue to develop the Historical Center, and to mount historical exhibits and events.***
- Display and promote collections

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

- ***Expand virtual collection***
- ***Respond to changing technology needs of community through access and training in new technologies, including audiovisual software, and mobile devices***
- 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
- 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
  Hire Circulation Coordinator
  Review staffing needs and responsibilities; evaluate workflows

Objective 7:	Funding: Provide good value for money

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