



**NELSON
COUNTY
PUBLIC
LIBRARY**

STRATEGIC PLAN: 2022-2025

OUR MISSION

The Nelson County Public Library provides the community an inviting atmosphere to readily access both print and digital information, present relevant programming, and pursue patron interests both for leisure and education.

OUR VISION

We strive to empower the Nelson County community to discover information, technologies, and partnerships with all aspects of library services for the pursuit of lifelong learning.

Administration

GOAL

To expand awareness, increase engagement, and provide services that reflect the needs of the Nelson County community while maximizing staff potential and being financially responsible to our constituents.

OBJECTIVE

Develop a more comprehensive human resource program.

OBJECTIVE

Assure the financial stability and reporting of library funds.

OBJECTIVE

Oversee, guide, and make available the tools necessary for all library departments to succeed in providing for the Nelson County community,

Outreach/Marketing

GOAL

Ensure continued relevance of library service to the community, enhance user experience and extend library services to effectively engage with the community.

OBJECTIVE

Create and enhance community partnerships to solidify relationships with potential and current patrons.

OBJECTIVE

Conduct building, vehicle and space enhancement assessments to ensure signage and promotional material are current and meets the branding guidelines.

OBJECTIVE

Promote digital communications to better inform the community by creating a digital marketing collaboration team, and develop a brand marketing guideline that will ensure consistent and effective branding.

Programming

GOAL

To collaborate within all branches in the NCPL system to create a variety of programs, incorporate diversity within programming, and promote library services within program offerings.

OBJECTIVE

To collaborate with all branches to offer consistent programming throughout the Nelson County Public Library system.

OBJECTIVE

To be intentional in incorporating diversity from multiple cultures found around the world into our programs.

OBJECTIVE

To promote library services offered to the community at all NCPL programming.

Collection Development/Technical Services

GOAL

Access to Information & Materials

OBJECTIVE

Eliminate roadblocks for Nelson County Library patrons

OBJECTIVE

Provide all staff the knowledge to educate our patrons on print and digital collections

OBJECTIVE

To adapt and grow the collection to match the everchanging needs of our patrons

Technology

GOAL

To be proactive in providing emerging technologies to the community through the collection and programming

OBJECTIVE

Upgrade hardware/software to better staff services and exceed patron expectations

OBJECTIVE

Explore the addition of emerging technologies to match the needs of our patrons while being financially responsible

OBJECTIVE

Improve communication and monitoring of technology needs and barriers between staff and patrons

Community Impact



GOAL

Our goal is to engage the community and provide services that will enrich the patron experience at the library. Here are some highlights of how our strategic plan may impact you in the near future:

Administrative Highlights

- 1.No Fines.
- 2.Grant Opportunities
- 3.Facility Upgrades

Programming/ Marketing Highlights

- 1.Adult/Children Combination Programming
- 2.New Social Media
- 3.Pop Up Libraries

Technology Highlights

- 1.Children's iPads
- 2.Self Checkout
- 3.Virtual Reality Programming

Collection Highlights

- 1.New OPAC/Catalog Search Features
- 2.Book Requests/ILL on website
- 3.Expanded digital collections