

# Lincoln City Libraries Lincoln, Nebraska 2019 Strategic Plan

## **Vision: The Library Experience—setting a distinctive tone in promoting and providing lifelong education for our entire community**

“The Library Experience” describes the tone of all aspects of the library, described best as engaged, memorable, and responsive to customers. It will include small improvements in the high-volume, high-quality daily interactions our staff currently has with customers, as well as new services that improve the library’s ability to support lifelong education for the whole community.

## **Literacy, Learning and Literature, shared in community, and engagement in community celebrations, solutions, and innovations**

### **Seen in:**

**Interactions Between People**-- Customers who enter the library will be engaged by staff in ways that meet customers’ needs, and build relationships.

**Community Engagement Campaigns**—The library will engage through media, especially social media, in informational and promotional campaigns that reflect and support the very high value our community places on education.

**Programming and Events**—Customers will sense a warm welcome, thoughtful planning, and surprisingly relevant topics, as well as a feeling that they can’t wait to return. Events draw new people to the library, encourage ongoing library use, and build community.

**Technology**—The library’s technology and Internet infrastructure will remain strong, and the library’s informational and recreational offerings via its website, apps, and other resources, will build a rewarding virtual experience while meeting customer needs.

**Facilities**—All facilities will be clean and well-maintained. Via successful passage of a bond issue, all branch libraries will be improved, and the Bennett Martin Library replaced.

**Outreach**—The library will foster community connections through participation in many off-site events in the community, employing attractive exhibits, interesting handouts, and staff who connect with people.

**Collaboration**—The library’s community partners will seek additional opportunities to work with the library because of our responsiveness, quality staff, and ability to achieve mutual goals.

## **Areas of Excellence and Focus**

**Primary Area of Focus—Early Childhood**—In this area, the library creates its own services as well as collaborating with various entities and coordinating community initiatives

**Additional Areas of Focus**—In these, the library usually collaborates with other organizations—  
All Students

Low-income families

Employment

Celebrating the diversity of our city

Building up the Culture of Lincoln

Maker

Reading

Innovation and Curiosity

Refugee and Immigrant

Arts and Music

Local History and Genealogy

Services to our Aging Population