

Clermont County Public Library

STRATEGIC PLAN

OUR VISION

Sincere and dedicated public service that nurtures curiosity and grows potential.

OUR MISSION

To foster lifelong learning by providing resources that **INFORM**, programs that **ENGAGE**, and ideas that **INSPIRE**.



We have done remarkably well during a pandemic and remain a vital part of the communities we serve.

Every human being is entitled to courtesy and consideration. Constructive criticism is not only to be expected but sought.

MARGARET CHASE SMITH

In preparation for writing the new plan, the Strategic Planning Committee, along with assistance from the State Library of Ohio, a great deal of information was analyzed and reviewed. We received great feedback from five focus groups and a large community survey that garnered over 3,000 responses. We were on the cusp of creating the plan when the COVID-19 pandemic hit.

The global pandemic has affected everything that we do. It has caused us to be creative in our efforts to ensure we continue to provide our guests with access to resources and services. Early on, one thing became very clear – to achieve our mission, the Library needs to be as responsive and flexible as possible.

The primary goal of the Strategic Plan is to ensure the Library remains a vital, accessible part of the communities we serve both now and long into the future.

As we move forward, we recognize that the world is a different place than it was before the pandemic. Built on the feedback we received, our mission and values, we have developed a Strategic Plan with priorities and focus points to guide us through the upcoming years. Our plan was created to be flexible and adaptable while working to meet the needs of Clermont County residents.

We wish to thank Mandy Simon of the State Library of Ohio for her strategic planning services, and the community and staff for providing input. We value and appreciate everyone's participation in moving the Library forward through the pandemic and beyond.



ACCESS

RESPOND TO THE EVER-CHANGING NEEDS AND INTERESTS OF OUR GUESTS BY PROMOTING AND PROVIDING ACCESS TO THE LIBRARY'S SERVICES, RESOURCES, AND PROGRAMS

WE WILL

- strive to make it easy for guests to access Library materials
- respond to the public's request for additional hours within budgetary limits
- be engaged with our communities
- provide engaging and relevant activities for all ages, both virtual and in-person



SERVICE

EXCEED EXPECTATIONS IN DELIVERING HIGH-QUALITY CUSTOMER SERVICE IN A WELCOMING ENVIRONMENT

WE WILL

- provide excellent customer service with helpful, well-trained staff
- be respectful and provide open communication with the public and throughout the organization



DIVERSITY

RESPECT THE NEEDS AND POINTS OF VIEW OF INDIVIDUALS IN OUR COMMUNITIES AND ARE COMMITTED TO DIVERSITY IN OUR COLLECTIONS AND PROGRAMS

WE WILL

- invite the community to explore our world using Library services, resources, and programs
- provide a wide selection of materials in a variety of formats that meet the informational, educational, and recreational needs of our guests



EDUCATION

SUPPORT LIFELONG LEARNING

WE WILL

- provide support for parents, teachers, and students in their pursuit of education
- provide a welcoming space for seniors to enjoy community interaction in a supportive learning environment



INTEGRITY

BE RESPONSIBLE STEWARDS OF THE LIBRARY'S ASSETS AND FOLLOW ETHICAL PRACTICES

WE WILL

- ensure the Library's long-term sustainability through strong fiscal stewardship
- be transparent in our decision-making and responsive to our public



To give real service
you must add
something which
cannot be bought or
measured with
money, and that is
sincerity and
integrity.

DOUGLAS ADAMS



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