



Farmville Public Library

FY 2023-28 Strategic Plan

Strategic Priorities:

- I. Continuously Improve upon Services, Programs, and Materials
- II. Cultivate Community Partnerships
- III. Promote the Library to the Community
- IV. Strengthen Library Staff's Capacity to Provide World-Class Service

Strategic Plan

I. Continuously Improve upon Services, Programs, and Materials

- ❖ Strive to build collections in all formats that reflect and satisfy the community's information and entertainment needs.
- ❖ Seek collaborative opportunities to showcase the best of our community
- ❖ Broaden services to the adult population through continuing education programs and outreach to senior centers and homebound patrons.
- ❖ Use information on changing demographics and needs of the community to shape programs and services offered

II. Cultivate Community Partnerships

- ❖ Strengthen the relationship with Farmville K-12 schools to support student achievement
- ❖ Establish and extend partnerships with local businesses and community organizations

III. Promote the Library to the Community

- ❖ Investigate library marketing/promoting training courses utilizing social media and other medias
- ❖ Remodel or replace current website
- ❖ Explore new avenues of communication with users and non-users
- ❖ Identify new outreach venues and broaden awareness of current library outreach

IV. Strengthen Library Staff's Capacity to Provide World-Class Service

- ❖ Investigate staff training in the Public Library Association's (PLA) Project Outcomes for measuring programs and services and establish a process for outcomes evaluation
- ❖ Investigate staff training customer service – difficult patrons and conversations, de-escalation skills, best practices, enhancing soft skills, etc.
- ❖ Rework job distribution
- ❖ Investigate alternative approaches to staffing – work study, internships, grants