Strategic Priorities:

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