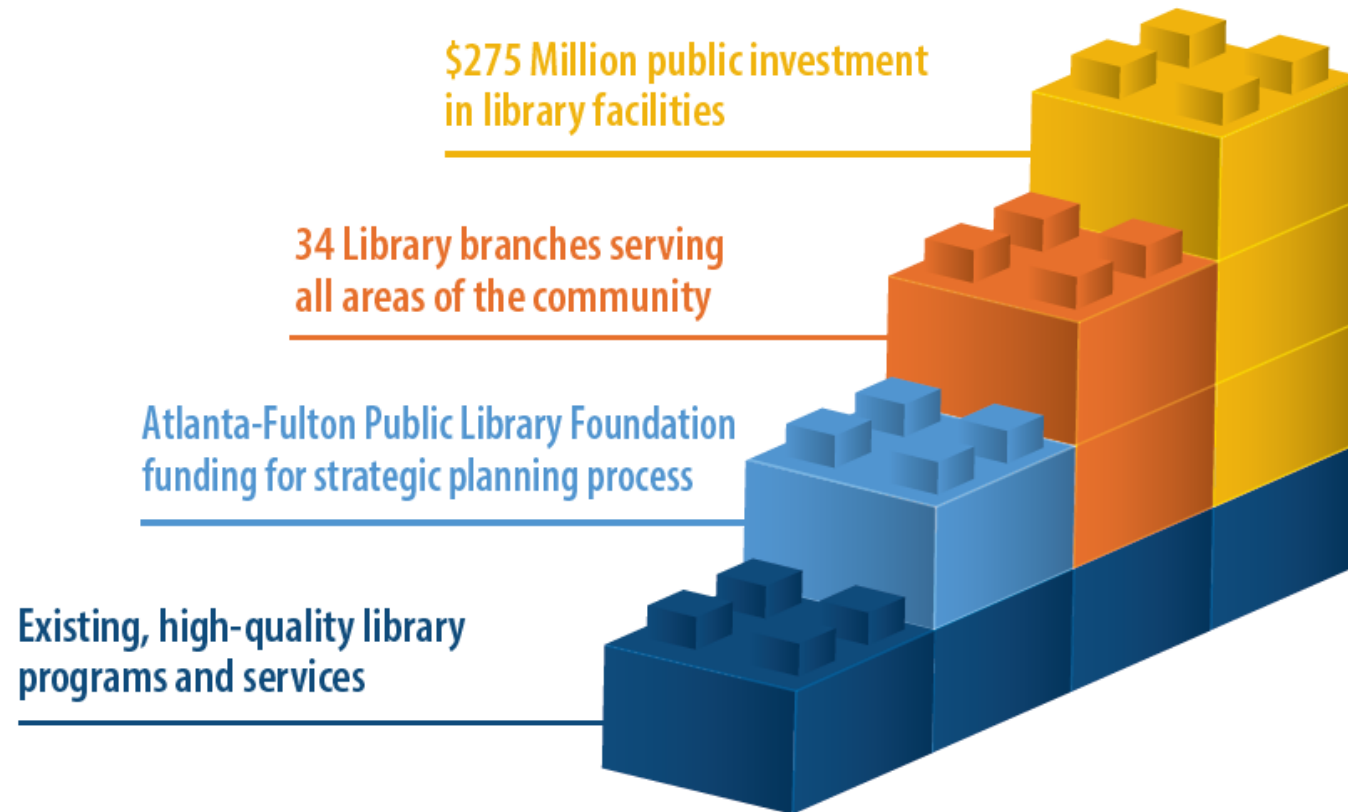




## GROUNDWORK FOR STRATEGIC PLAN



# Development Process



Community focus groups and interviews

Input from all library staff about perceived strengths/assets and areas of improvement

Comparative analysis of key library indicators

Community conversations at each branch

Steering Committee drafts Vision, Priority Outcomes, Strategic Themes and Objectives

Strategy Teams of Steering Committee members conduct research and develop strategic initiatives

Board of Trustees Updates and Input

# Key Findings



## Strengths

- The library system is a valued community asset
- The physical facilities and distribution of branches are impressive
- Community leaders believe the library system can impact critical issues, particularly regarding literacy, economic development, and community connection
- Access to technology is a major community benefit of the library system

## Opportunities for Enhancement

- There is a lack of awareness of library system programs and services
- Outreach from branches to their communities is uneven
- The Fulton County Library System has comparatively fewer staff and lower investment in collections per 1000 residents than other leading metropolitan library systems
- The number of library system staff is declining due to funding cuts and attrition, and vacancies have been difficult to fill

## **Mission**

The Fulton County Library System serves as a cultural and intellectual center that enriches the community and empowers all residents with essential tools for lifelong learning.

## **Vision**

We envision a thriving community where people learn, connect and create.

# Priority Outcomes

LEARN

CONNECT

CREATE



Increased access  
to a robust and  
broad collection  
of resources

Increased  
engagement in  
collaborative  
learning

Expanded access  
to information  
through  
technology

# Strategic Themes to focus the work



**FULTON COUNTY  
LIBRARY SYSTEM**

Strategic Plan 2022-2025

LEARN

CONNECT

CREATE



## Embrace and support our communities

- Early literacy programming
- Digital inclusion and literacy
- Economic development programming
- Engage in schools, senior centers, art centers



## Promote today's dynamic library

- Reach non-patrons
- Accelerate awareness of library programs
- Reinvigorate the library brand



## Strengthen our capacity to innovate and deliver

- Assess structures and roles
- Enhance culture, engagement and development
- Align collections with community interest
- Maximize partnerships
- Create a technology master plan

*The Library and Foundation Boards each stand firmly behind the Library's Strategic Plan and have each adopted endorsing and supporting resolutions of it.*