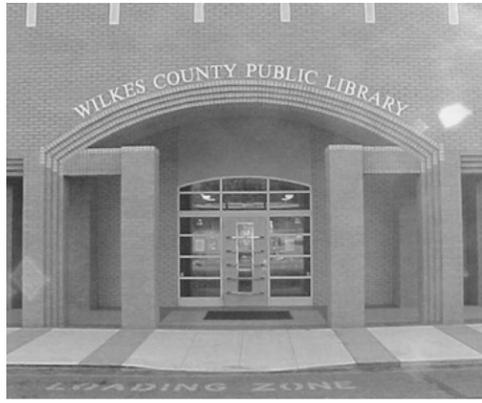


OUR PATRONS LIVING A LARGER LIFE @ WCPL!



LIVING
LEARNING
THINKING
READING

Ashe County Public Library
148 Library Rd., West Jefferson, NC, 28694 | 336.846.2041 | arlibrary.org/ashe

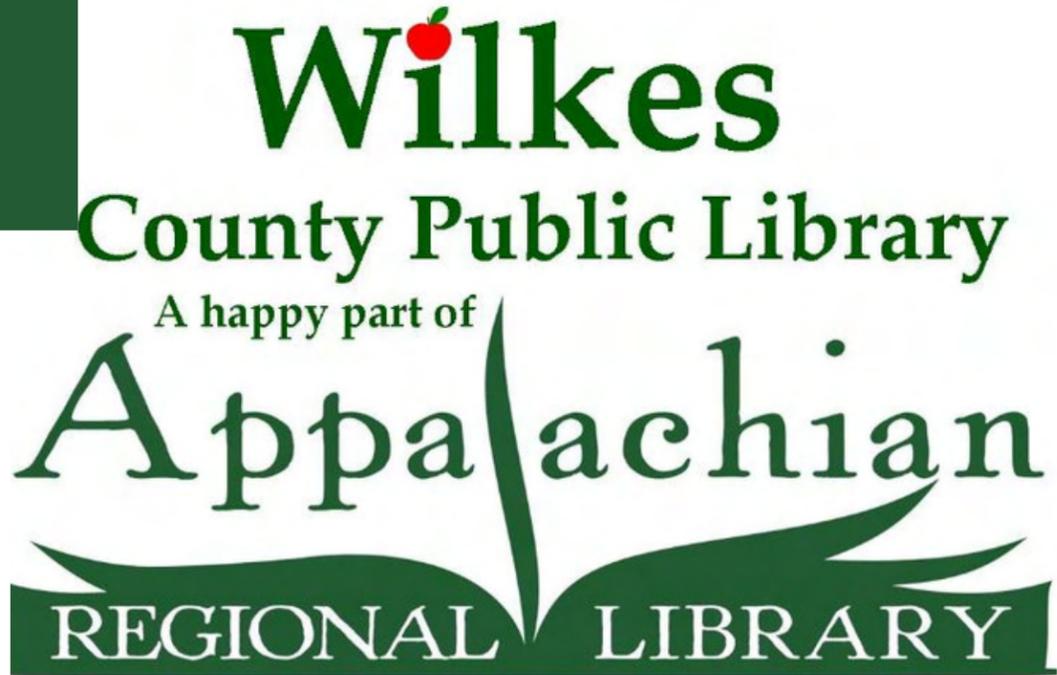
Watauga County Public Library
140 Queen St., Boone, NC, 28607 | 828.264.8784 | arlibrary.org/watauga

Western Watauga Branch Library
1085 Old US Hwy 421, Sugar Grove, NC, 28679 | 828.297.5515

Wilkes County Public Library
215 Tenth St., North Wilkesboro, NC, 28659 | 336.838.2818 | arlibrary.org/wilkes

Traphill Branch Library
6938 Traphill Rd., Traphill, NC, 28685 | 336.957.2534

Appalachian Regional Library
Administrative offices located at Ashe County Public Library | arlibrary.org



WILKES COUNTY PUBLIC LIBRARY
STRATEGIC PLAN
2022-2026

This plan has been supported by the Institute of Museum and Library Services, the Library Services and Technology Act, and the State Library of North Carolina. We extend our gratitude to our consultant, Dr. Anthony Chow, and to the many individuals who graciously shared their insights about how our libraries can best serve our communities.

our mission

To nurture individual and community growth through free and equal access to resources for reading, thinking, learning, and living

GOAL 1: COMMUNITY COLLABORATIONS AND PARTNERSHIPS

- Strengthen community partnerships
 - Establish a roster of community partners
 - Establish services to be offered
 - Develop and implement a plan or MOU with community agencies
- Create and implement joint programming with partners
 - Determine programs and services that could be offered with library collaboration
 - Develop a regular schedule of collaborative programs and activities
 - Expand capacity through grant-writing
- Develop a library partner agency recognition program
 - Offer formal recognition of library partnerships
 - Develop incentives for partners
 - Marketing and publicity campaign

GOAL 2: INNOVATIVE AND RELEVANT SERVICES AND PROGRAMMING

- Develop outreach services for underserved and targeted populations
 - Develop a library programming committee of staff and Friends of the Library members
 - Evaluate existing programs to determine effectiveness
 - Identify specific high priority populations to be served
 - Develop strategies, programs, partnerships, and funding sources to reach those demographics
 - Implement new outreach services
- Improve educational and technology skills for people
 - Develop tutoring / training programs focusing on groups negatively impacted by Covid-19
 - Identify specific needs
 - Increase access to virtual learning opportunities
 - Advertise and market new programming

GOAL 3: TECHNOLOGY AND DIGITAL LITERACY

- Create a plan to increase access to technology
 - Identify appropriated partners for collaboration to improve access and understanding of technology
 - Identify target audiences and innovative solutions
 - Identify staff or volunteers who will provide training
- Purchase appropriate technology
 - Secure funding for purchase of technologies
 - Maintain and increase the number of hotspots yearly
- Create training tailored to specific needs
 - Develop training materials each year technology is added
 - Train staff as new technology is added
 - Offer training in multiple formats for public
 - Promote the technology and training opportunities

CONNECT

INSPIRE

EMPOWER

EXPLORE

GOAL 4: MAINTAIN AND EXPAND COLLECTIONS

- Purchase new items for our print, audiovisual, and digital collections every year
 - Weed items every year from these collections that are damaged, outdated or that do not circulate
 - Maintain the attractiveness of these collections on a daily basis by keeping the shelves where these items are located straight and in order
 - Merchandise these collections through displays on at least a quarterly basis
- Expand the nontraditional collection
 - Determine areas of high usage
 - Secure funding for this collection
 - Purchase more nontraditional items
 - Develop a marketing plan for this collection
- Keep current on emerging library trends and technologies
 - Provide patrons and staff with training on emerging technologies

GOAL 5: ORGANIZATIONAL EXCELLENCE

- Increase municipal and county funding
 - Provide county commissioners and town managers with statistics and demographics proving library patronage and use
 - Request county commissioners and town managers make a "field trip" to the library to see firsthand what is available
 - Encourage county commissioners and town managers to use library spaces for events and meetings
 - Provide annual review for county commissioners and town managers of structure and benefits of the regional system
 - Increase advocacy to municipalities and stress the importance of municipal funding
- Develop community advocates who will publicly support the library
 - Strengthen existing partnerships
 - Encourage Friends of the Library to actively advocate the library to city and county officials
 - Identify, recruit, and train community advocates who are willing to help the library advocate for more funding and facilitate communication between the library and county commissioners
- Launch awareness campaign on the importance of libraries
 - Establish a marketing committee of staff and community members
 - Share vision, mission, and strategic goals with the community
 - Consistently advertise and market the values of libraries and national, state, and county trends

GOAL 5: ORGANIZATIONAL EXCELLENCE . . .CONTINUED

- Implement staff training and professional development
 - Ongoing training for topical and relevant new technologies via online courses, workshops, or webinars
 - Staff training newsletter to highlight new NCLives subscriptions, ebook releases, e-reader technology, or any other relevant technologies.
 - Improve staff understanding of policy and procedures to ensure consistent application throughout the system
 - Staff training that includes regional structure, library boards, Friends of the Library policies as well as department procedures
 - New hire cross training so that staff have a better understanding of the duties and responsibilities of each department to better serve the public
 - Encourage attendance to professional conferences by maintaining adequate funding sources