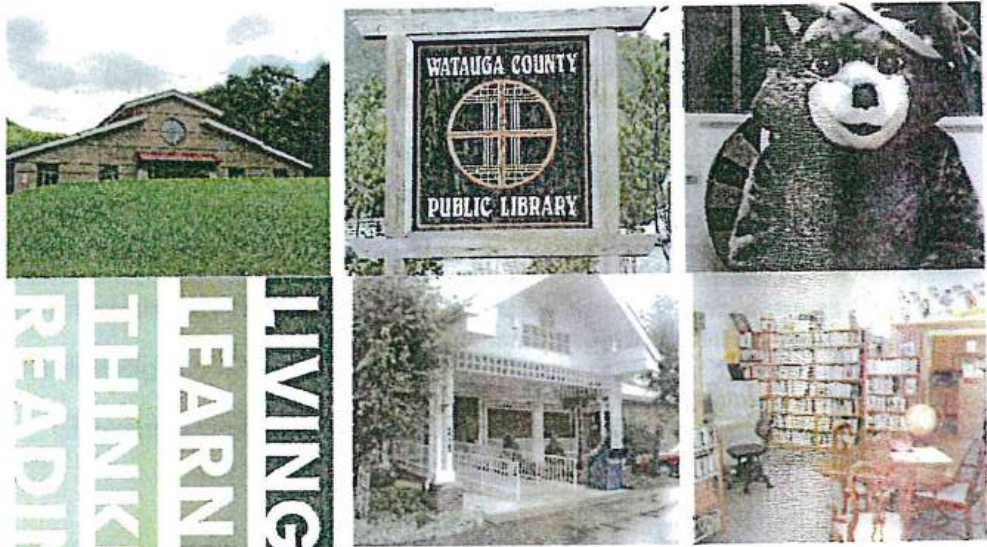


OUR PATRONS LIVING A LARGER LIFE @ WCPL!

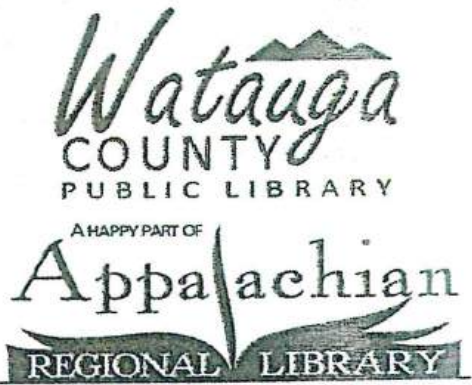


- Ashe County Public Library
18 Library Rd., West Jefferson, NC, 28694 | 336.846.2041 | arlibrary.org/ashe
- Watauga County Public Library
10 Queen St., Boone, NC, 28607 | 828.264.8784 | arlibrary.org/watauga
- Western Watauga Branch Library
185 Old US Hwy 421, Sugar Grove, NC, 28679 | 828.297.5515
- Wilkes County Public Library
15 Tenth St., North Wilkesboro, NC, 28659 | 336.838.2818 | arlibrary.org/wilkes
- Traphill Branch Library
938 Traphill Rd., Traphill, NC, 28685 | 336.863.3563
- Appalachian Regional Library
Administrative offices located at Ashe County Public Library | arlibrary.org

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LIVING
LEARNING
THINKING
READING



WATAUGA COUNTY PUBLIC LIBRARY
STRATEGIC PLAN
2022-2026

GOAL 1: ORGANIZATIONAL EXCELLENCE

- Identify sustaining funding sources
 - Identify sustainable ways to value staff
 - Marketing and sustainable funding of collections, programming and the building
- Increase funding to support staff and facility
 - Support staff by providing adequate pay
 - Establish an expansion committee to discuss next steps and create a timeline
 - Brainstorm additional revenue opportunities within the community to support new growth
 - Secure funding and begin planning for an expansion of the building in Boone
- Increased Professional Development
 - Develop a committee to establish professional standards and guidelines for staff, board members and volunteers
 - Develop continuing education opportunities to support standards and guidelines

Our Mission

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

GOAL 3: INCREASED ACCESS AND INNOVATIVE PROGRAMMING

- Maintain and develop professional partnerships with schools and other agencies to cultivate relevant services and enhance community growth
- Increase digital presence through the ARL region by means of increasing digital programming and providing opportunities for access
 - Team will determine how to accomplish digital programming, what can be done, and who is responsible for what, create memos of understanding
 - Team will create a small budget for the first year of digital programming
 - Reach out to partners to see how they can help bring programming to the community, include school librarian partners
 - Work with partners with Wifi to open collaboration discussions
 - Implement established programming offsite
- WCPL will present engaging programming that meets the needs of a variety of community members
 - Coordinate with the school system to provide programming in the classroom
 - Provide online learning for both adults and youth
 - Expand outreaches to more senior facilities and the home bound
 - Expand early literacy focus and parenting
- Make the library the center of the community
 - Establish programming to recognize and honor cultural diversity within the community

GOAL 2: BRING ROBUST LIBRARY SERVICES TO UNDERSERVED COMMUNITIES

- Serve the community by promoting services that assist community togetherness, learning, and creativity for all regardless of barriers,
 - Increase marketing and awareness of the library (i.e., town, county and schools' websites)
 - Develop resources and services for ESL and non-English speakers and special needs populations
 - Provide training for volunteers and/or staff members to work with these population
 - Establish regular digital access to underserved areas
 - Identify sources of funding for hotspots
 - Identify partners with Wi-Fi access for locations
- Provide outreach service within the communities by utilizing the van to deliver resources and other services.
 - Identify funding for a new outreach vehicle
 - Utilize remote checkout at parks and other areas of the community
 - Provide programming outside of the library at various locations throughout the county

GOAL 4: EXPANSIVE PRINT AND DIGITAL COLLECTIONS

- Identify all avenues to provide materials to patrons
 - Seek additional sources of funding to purchase library materials
 - Increase understanding of our community in order to offer items for all interests
- Advertise NC Cardinal resource sharing
 - Keep a steady flow of new items coming in regularly each month to keep new book shelves fresh
 - Provide access to up to date and expanded technology to county residents
 - Continue to offer new touchless library cards/online services for patrons who want digital access only
 - Work with county and state for expanded internet access in the county
 - Ensure adequate access to technology devices and software, wireless printing, and up to date wireless access at the library
 - Investigate purchase of microfilm reader