Ella Johnson Memorial Public Library will be a first-class library that responds to the needs of our rapidly growing population and serves as the cornerstone of our vibrant community by:

- Uniting and strengthening the communities we serve by providing access to resources and programming that enriches the lives of library users,
- Implementing visionary innovation that responds to the changing information and learning landscape, and
- Fostering community engagement that supports the advancement of services and the growth of the economy of our District.
STRATEGIC PLAN: 2017 – 2020

Make the library a destination.

- Identify priorities for future library space usage
- Analyze options using scoring system designed around community needs
- Communicate plans to the community and elicit feedback
- Pursue expansion project that responds to the needs of the community and meets the facility standards for public library buildings set in Serving Our Public 3.0

Increase learning and growth opportunities for all community members.

- Expand and strengthen library’s role in literacy skill building and digital fluency
- Foster community partnerships that enhance library and partner resources
- Expand cultural arts programming for community
- Create spaces and programming to facilitate opportunities for civic engagement

Ignite interest in the library through engaging and responsive communication techniques.

- Develop marketing and branding plan
- Develop targeted communication
- Proactively respond to emerging cultural trends that affect information gathering habits

Develop an organizational culture that empowers staff and maximizes the library’s effectiveness.

- Build staff and organizational capacity to innovate
- Use outcomes-based evaluation to drive planning
- Strive for collaboration between departments, teams and individuals
- Provide ongoing development opportunities for staff and trustees regarding trends in library administration

STRATEGIC PLAN: 2017 – 2020