

Boone County Public Library's Strategic Plan provides a progressive vision and direction for the Library for the next three years and beyond. The Strategic Plan outlines the Library's goal to provide excellent customer-focused service delivery, based on an infrastructure of staff, spaces, collections and events. Building on a wide range of research and community input, the plan reflects the needs of the community and incorporates best practices and national trends in public library service. Boone County Public Library will continue to offer exceptional service and lifelong learning opportunities through our spaces, collections, and events for all customers, while the Strategic Plan allows the Library to strive for excellence in targeted market segments, specifically early childhood and seniors. The Plan allows BCPL to evolve in an era of rapid change while continuing to remain a good financial steward in the community.

### Strategic Direction #1: Customer Experience

*"Everything starts with you."*

Through customer feedback, BCPL will define specific market segments and customer expectations. Within our spaces, collections, and events, our customers will be our focus. Customers will be shown excellent service by highly trained, experienced staff.

#### Goal 1: Listen to our customers.

Objectives:

1. Inventory, evaluate and refine communication techniques between customers and staff.
2. Provide quick acknowledgment and feedback on customer suggestions.

#### Goal 2: Understand our customers.

Objectives:

1. Conduct analysis of customer feedback and collection activity to define our market segments.
2. Design experiences based on targeted market segments.

#### Goal 3: Be consistent.

Objectives:

1. Identify and train 100% of staff on best practices.
2. Implement routine evaluation and feedback to staff and customers on spaces, collections, and events.

## Strategic Direction #2: Lifelong Learning

*"You never stop learning."*

Boone County Public Library will provide spaces, collections, and events to encourage curiosity and the pursuit of knowledge. A wide range of resources and experiences and an educated staff support diverse customer perspectives and learning styles.

### Goal 1: Provide welcoming, flexible spaces to encourage social interaction and learning.

Objectives:

1. Maximize spaces for collaboration and personalized learning for identified market segments.
2. Incorporate play and creativity into the building environment and library outreach locations.

### Goal 2: Support self-directed learning by enhancing resources and adapting to emerging technologies.

Objectives:

1. Provide access to materials that support the needs of early childhood development and retired adults.
2. Create local history content to support the research needs of the community.

### Goal 3: Offer events and activities that support 21st Century Skills for identified market segments.

Objectives:

1. Incorporate the latest early childhood best practices into all preschool events and activities.
2. Design classes and events targeted to the learning needs of identified market segments.