

## MISSION

**Creating opportunities for a lifetime of learning to empower and enrich our community.**

*Adopted by the Board of Trustees, June 2016*

## VALUES

We value:

- The public's trust
- Equal access to Library services and collections
- Diversity in the Library's collection of materials
- Quality service provided by expert, skilled staff who are engaged in our community and are responsive to changing needs
- Supporting individuals in their enjoyment of reading and their lifelong pursuit of learning

## VISION

As the Sioux City Public Library fulfills its mission with these values, our vision is that:

- Patrons will receive efficient, effective and friendly assistance from Library staff, one-on-one or as part of a community group
- Residents will discover Library experiences that anticipate and satisfy their learning and leisure-time needs
- Community members will experience convenient access to Library services in welcoming environments, both physical and virtual, where they can explore interests

## STRATEGIC AREAS OF EMPHASIS 2016-2019

- 1. Anticipate our community's diverse learning and leisure needs and expectations with transformative collections, services, and events**
  - Be a passionate advocate for reading and literacy in our community
  - Build and promote niche collections to anticipate specific community needs
  - Offer up-to-date, convenient technology solutions at the Main Library and Morningside Branch
  - Focus services for youth on early literacy initiatives to achieve our community's 3rd grade reading-at-grade-level goals
  - Produce signature events and initiatives to enhance the library-user experience and reach new users
- 2. Enrich our community's Library experiences through targeted outreach initiatives**
  - Promote Library collections and services with a purposeful balance of marketing techniques
  - Develop targeted messages and allocate staff resources to raise awareness of Library services through identified outside venues
  - Capture the excitement of Library experiences with strategic participant follow-up
  - Embed the Library in the community being an active partner in learning and an active participant in community-issue conversations
- 3. Envision physical and virtual spaces that engage community members in delightful library-user experiences**
  - Determine the optimal service delivery model for Library buildings for the next decade
  - Develop spaces that offer diverse experiential learning opportunities
  - Maintain a welcoming, safe ambience in all Library buildings
  - Enhance the Library's digital presence giving residents convenient access to the Sioux City Public Library experience

Library trustees and staff will advocate for sustainable funding that supports the Library's vision, values, and strategic emphases—*because Sioux Cityans' stories matter!*