



Lincoln County Library System

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Strategic Plan 2023-2027

GOAL #1: Strengthen marketing and outreach services to improve public awareness of library programs and services

Strategies:

- Develop a marketing plan and implement strategies
- Expand outreach programs and activities
- Seek partnerships for collaboration
- Participate in community events to promote library services and resources

GOAL #2: Implement a plan to evaluate programs and resources to identify gaps in services.

Strategies:

- Evaluate technology to provide access that support opportunities for learning, job readiness, and connectivity
- Collect data throughout the county to determine program needs and interests
- Provide appealing, inclusive programs of high interest to adults

GOAL #3: Engage in highly collaborative, virtual communication via all libraries to increase efficiency and positive impact on services

Strategies:

- Utilize current technology to:
 - Collaborate on topics for programming at all age levels.
 - Facilitate staff training in needed areas
- Create virtual channels of communication to actively explore and share programming needs for all patron services.
- Identify individual staff strengths to capitalize on cross-training needs system-wide