



CLARKSVILLE-MONTGOMERY COUNTY

PUBLIC LIBRARY

Where Books Are Just The Beginning

3-Year Strategic Plan 2019-2022

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Prepared by

LIBRARY STRATEGIES 



CLARKSVILLE-MONTGOMERY COUNTY

PUBLIC LIBRARY

Where Books Are Just The Beginning

MISSION

The Library connects people to resources and technology to bring knowledge, discovery and inspiration to our community. We transform lives.

VISION

The Library will serve all residents through a comprehensive system of facilities and services, digital access and community outreach.

VALUES STATEMENT

Our shared values are:

- We offer superior service
- We are inclusive and welcoming to all
- We encourage learning and discovery
- We cultivate collaboration and innovation
- We believe in the freedom to know
- We are wise stewards of resources

BRAND PROMISE

Knowledge • Technology • Community

GOALS & STRATEGIES

GOAL 1: INCREASE AWARENESS OF THE LIBRARY

Advance public relations and marketing to expand use and awareness of the Library and to promote the new branch library

Strategies:

- Advance and implement a robust marketing plan for the new branch, as well as for new services and offerings at the main library
- Expand public relations activities to connect to community leaders and broaden support for the Library's future directions

GOAL 2: TRANSFORM FOR THE FUTURE

Reorganize and provide training to allow for future growth and expanded service to the community

Strategies:

- Create a plan to evolve to a new organizational chart and more flexible staffing patterns that address future personnel needs, including for the new branch
- Expand staff training across service departments to foster an interactive customer service model

GOAL 3: EXPAND TO A NEW BRANCH LIBRARY

Acquire the necessary resources to develop and then expand into the new North Branch Library

Strategies:

- Secure both capital building and annual operational funding for the branch library
- Create a full-service staffing and technology program for the branch, including integration with operations at the main library
- Manage and implement the planning, construction, and move into the new branch
- Plan for opening publicity, activities, and celebrations for the new branch

GOAL 4: ENHANCE SERVICES AND PROGRAMS

Further develop the Library's new services related to the new teen and makerspaces, and also build on programs and services in early literacy, adult programming and serving as a community hub

Strategies:

- Expand early literacy and experiential learning activities for preschoolers
- Finalize the teen space and ensure that it is welcoming and friendly, with a strong affiliated set of events and activities
- Develop the new makerspace with robust programs and activities for multiple audiences
- Continue to enhance adult programming with a focus on attracting new and diverse audiences
- Further cultivate social environments in the library to serve as community gathering spaces
- Ensure that the Library's technology remains current

GOAL 5: FOSTER AND DEVELOP RESOURCES

Increase public support of the Library; further develop partnerships and volunteer resources

Strategies:

- Collaborate with public officials to ensure adequate resources are available for expanded services, especially at the new branch
- Explore options for new community partnerships, including with schools, to develop new resources for marketing, events, and expanded services
- As part of reorganization efforts, further expand use of volunteers where reasonable and effective