

EAST LAKE COMMUNITY LIBRARY

East Lake Community Library's Strategic Plan 2019 - 2022



The goal of this long-range plan is to deliver stellar service in fun, welcoming, convenient, and efficient spaces while also rising to meet the new demands from our library members and community partners.

The **Next** Chapter



Our Library's Mission Statement:

Strengthening our community through inspiration, enrichment, and education.





CORE SERVICES

- Ensure access to print and non-print materials in a wide variety of formats
- Adapt the Library's programs, services, and technology to the changing needs of the community
- Provide relevant resources and programs to support early childhood literacy and STEM initiatives
- Identify and implement strategies for engaging ALL demographic groups and special populations within the community

East Lake Community Library's Strategic Plan

THE NEXT CHAPTER 2019 - 2022

THE LIBRARY IN THE COMMUNITY



- Align library resources to foster strategic partnerships with local businesses, organizations, and educational institutions
- Provide meeting room space for service organizations and local associations
 - Implement business seminars and business appreciation events
- Plan and implement new outreach services, including homebound delivery of materials
- Work with veterans' groups, social service agencies, & healthcare advocacy groups to provide timely resources and information
 - Provide off-site and 24/7 access to library materials
 - Develop intergenerational and intercultural partnerships that reflect the community's diversity



RESOURCES & SUPPORT

- Maintain support for the ELCL Foundation and Friends' groups to ensure the library's stability and sustainability
- Develop "mini-campaigns" to fund specific initiatives
- Continued advocacy for county and state funding to support major capital projects
- Further one-on-one relationships with sponsors and donors
- Continued marketing of the Library, Friends, and Foundation to increase overall visibility and emphasize the Library's value in the community
- Explore opportunities for expanding the use of volunteers to new services or programs
- Continue internal review of library space and parking to identify opportunities for redesigns, renovations, and future expansion



ENRICH & INSPIRE

- Cultural Experiences and Concerts
- Computer Training
- Genealogy Assistance and Workshops
- Equipment and Resource Lending - mobile HotSpots, makerspace centers
- Summer Reading Programs
- Local Authors, Writers Critique, Book Clubs
- E-Media and Digital Collections
- Easy pathways connecting patrons with specialized resources

MEASURING OUR IMPACT



- The Library will remain financially stable and responsibly prepare for the future
- Circulation statistics, program attendance, and traffic count will be monitored to ensure that collections, programs, and services meet the patrons' needs and interests
- The Library will be a critical partner in Kindergarten readiness and information literacy
- The Library will contribute to the quality of life for our patrons and the economic development of the community



Our Library's Vision Statement:

The East Lake Community Library aspires to be the center of information and discovery in the community. Through innovative programming, relevant collections, and responsive services, we support lifelong learning and the joy of reading, and provide cultural and recreational opportunities for residents of all ages.



Our Library's Advisory Board:

Jackie Waldfogel, *Chairperson*

Barbara Cole

Carole Cosenza

James Cuomo

Roger Johnson

Andrea Panarelli

John Sykes

Phil Wagner

Dan Wendol

Lois Eannel, *Library Director*

Susan Schuler, *Assistant Director*



East Lake Community Library
4125 East Lake Rd.
Palm Harbor, FL. 34685
(727) 773-2665
www.EastLakeLibrary.org

