



Action Plan 2025

Our Vision: The Effingham Public Library: A catalyst for positive action.

Our Mission: The Effingham Public Library creates unique opportunities to connect with learning, support, and the community.

Our Values: Connection * Service * Leadership

Strategic Goals

Leadership

- Provide library service to all in our community
 - Increase unexpired resident cardholders by 5%
 - Continue to explore opportunities to expand the library's service area
 - Increase circulation by 5%
- Implement programs that position the library as a leader in the community
 - Work with local agencies to bring better awareness around online scams, online safety, and the use of artificial intelligence
 - Invite local, state, and federal officials to visit the library
- Improve our marketing and communications to better connect our services to the community
 - Explore unique ways to get information to the public, including using public shared spaces
 - Revamp our monthly emailed newsletter
 - Develop our YouTube channel with how to videos, Library of Things, etc.

Education

- Support STEM and arts initiatives through schools and community groups
 - Host music programs for all ages
- Develop pathways for communication and partnership with teachers and administrators
 - Include an "Educator's Corner" in our monthly emailed newsletter
- Implement outreach opportunities for all ages to connect with education
 - Promote Cards for Kids
 - Increase after-school offerings



- Re-launch the Book Bike

Family Support

- Create opportunities for families to connect and find support and services
 - Explore creating affinity group for grandparents raising grandchildren and/or new parents
- Partner with organizations to develop new ways to support families
 - Work with the Family Liaison at Unit 40 as they welcome new families into the community
- Foster a sense of safety and connection
 - Facilitate connections to grief support
 - Work with the multi-county group to establish deflection services within our community

Community

- Partner to support and develop mental health initiatives
 - Support addiction recovery communities
- Establish programs that address isolation
 - Host programs that include connection and movement and promote wellness
- Connect the community with access to services
 - Host pop up book sales
 - Host a fundraising event
 - Work with city departments and other organizations on a video series of different services available in the community

Diversity

- Foster a welcoming environment in the library and the community
 - Host programs that focus on policy and international issues
 - Create a community cabinet with hygiene products available to the community
 - Host a volunteer fair to encourage people to connect with service opportunities
- Provide access to a diverse range of topics for all ages
 - Create a program series that addresses timely topics within our local community