



## Strategic Initiatives July 2014 – June 2017

### **AACPL Strategic Initiatives:**

#### **1. *Ensure school readiness through early literacy education to children, families, and caregivers.***

AACPL will play a lead role in ensuring that all County children begin school ready to learn. Through the use of the Every Child Ready to Read parent initiative, the Library will incorporate interactive parent-child activities that will help guide parents and caregivers in supporting their child's early literacy development. In an effort to less lessen the school readiness gap, the library will increase the programming opportunities for children from birth to five years and reach out to at-risk populations throughout the County. In our role as a family engagement resource, the Library will offer the expertise, services, collection and programs needed to build essential early literacy skills.

#### **Objectives:**

Objective 1: Establish partnerships that best leverage Library and community entities - solidifying Anne Arundel County Public Library as a major component of the County's strong educational system.

Objective 2: Ensure equal access to early literacy education by engaging preschool populations and their parents and caregivers though both community outreach visits and programs within the library.

Objective 3: Develop an expanded infrastructure that will enhance awareness of early literacy resources and support the library's role in fostering early literacy skills.

Objective 4: Capitalize on technology to enhance the Library's ability to educate and connect with children, parents, caregivers and community partners.

#### **2. *Foster community engagement between each library branch and its service area.***

Each library will create collections and programs focused on identified community needs. Library resources at each location will be responsive to the demographics and interests of the library's area. Libraries will strengthen ties with their communities by fostering relationships with County service providers, local

businesses and community leaders through outreach and education. Libraries will identify outreach opportunities to participate in that will increase the visibility of library services in their service area. The library will be an anchor in the community as an essential service.

**Objectives:**

Objective 1: AACPL connects people with services and resources dedicated to educational and career development.

Objective 2: AACPL develops mutually beneficial partnerships with organizations in each community.

Objective 3: AACPL positions itself as a "community connector" linking county residents to essential community resources.

Objective 4: AACPL fosters a system-wide presence in high visibility community venues.

Objective 5: AACPL connects community members to social and cultural opportunities for their enrichment.

**3. *Connect county residents to technology, the Internet and virtual services.***

Anne Arundel County Public Library is the community's connection to information, which is increasingly being provided digitally. Our library has a responsibility in meeting customer's evolving needs by providing access to new and emerging technologies that enhance information delivery, interpretation and navigation. Our customers rely on libraries for assistance in learning and nurturing technological creativity. By understanding the importance of new technologies and by acting as the technological center for the community, AACPL increases community digital literacy and access.

**Objectives:**

Objective 1: Make advanced technology and digital literacy available for all and continually respond to changing technical needs. Become the community information and technology hub and increase technological education at all library locations for staff and customers.

Objective 2: Enhance Virtual Services to evolve and provide current and emerging services for the benefit of our customers. These services include but are not limited to customer access to digital content and the library catalog via computers and mobile devices.

Objective 3: Create spaces that support and develop technological creativity. Add and maintain new devices and services in library locations that can furnish customers with the tools for self-improvement and creativity.

**4. *Create welcoming, accessible and functional spaces.***

All AACPL buildings and facilities will be places where customers feel valued and welcomed. The library will adapt to the changing model of libraries from archival book repositories to community centers with varied and diverse uses. We will focus on finding creative solutions to space issues in smaller, older branches as well as defining new spaces with multiple uses in our newer branches. Our objectives have been established to consider fit and function of library spaces, people positioned to deliver excellent customer service and an aesthetically pleasing experience throughout the system.

**Objectives:**

Objective 1: Maximize functionality and flexibility of existing physical space.

Objective 2: All branches will be aesthetically pleasing, welcoming and sustainable inside and out.

**5. *Market library services, programs and materials in ways that reach every county resident.***

AACPL will expand marketing priorities to include additional print and media marketing that will more readily reach each resident of Anne Arundel County. Through those marketing efforts, county residents will become more aware of what the library can offer them and how they can take advantage of library services, programs and materials. All library staff will be empowered to promote AACPL to county residents through increased word-of-mouth marketing.

**Objectives:**

Objective 1: The Anne Arundel County Public Library will develop a marketing plan to support the goals and objectives of its newly adopted Strategic Plan

Objective 2: Every staff member will understand their role in the marketing of the library system and be equipped with the necessary tools to support their efforts.

Objective 3: The Library will use technology to increase communications about its programs, materials and services to current and potential customers.

Objective 4: The Library will conduct regular evaluations of current and newly initiated marketing activities to assess reach, effectiveness, expense and effort expended.