

Director's Letter DRAFT 11.06.2019

I am delighted to present to you the 2020-2025 Strategic Plan for the Alameda Free Library. This aspirational yet realistic plan will serve as a blueprint to guide the Library in our journey to broaden our reach, expand our physical and virtual spaces, transform lives, and improve the quality of life for our neighbors throughout Alameda.

Alamedans look to the Library to provide a sense of community, an inclusive place where every individual feels welcome and has equitable access to resources and the opportunity to thrive. Alamedans want the Library to be a safe harbor, to make life better for our residents, and to prepare them for a bright future.

The Strategic Plan will be a dynamic tool for the Library Board and Library Administration when making public policy and strategic decisions. In light of our ever-evolving environment - driven by new and emerging technologies, shifts in the demographic makeup of the community we serve, and the development of Alameda Point - this plan is designed to continue to position the Library as a relevant, meaningful public service organization. The plan will also help create and support an agile organization that is responsive to the growing needs and expectations of our customers.

I would like to thank the Library's Strategic Planning Team for its guidance, the senior management team for its hard work and deliberate approach to this project, the Library Board for its support, the Friends of the Alameda Free Library for their participation in the entire process, and the Library staff for their time and effort in the development of the plan. This was a collaborative effort and the resulting Strategic Plan is something in which we can all take great pride.