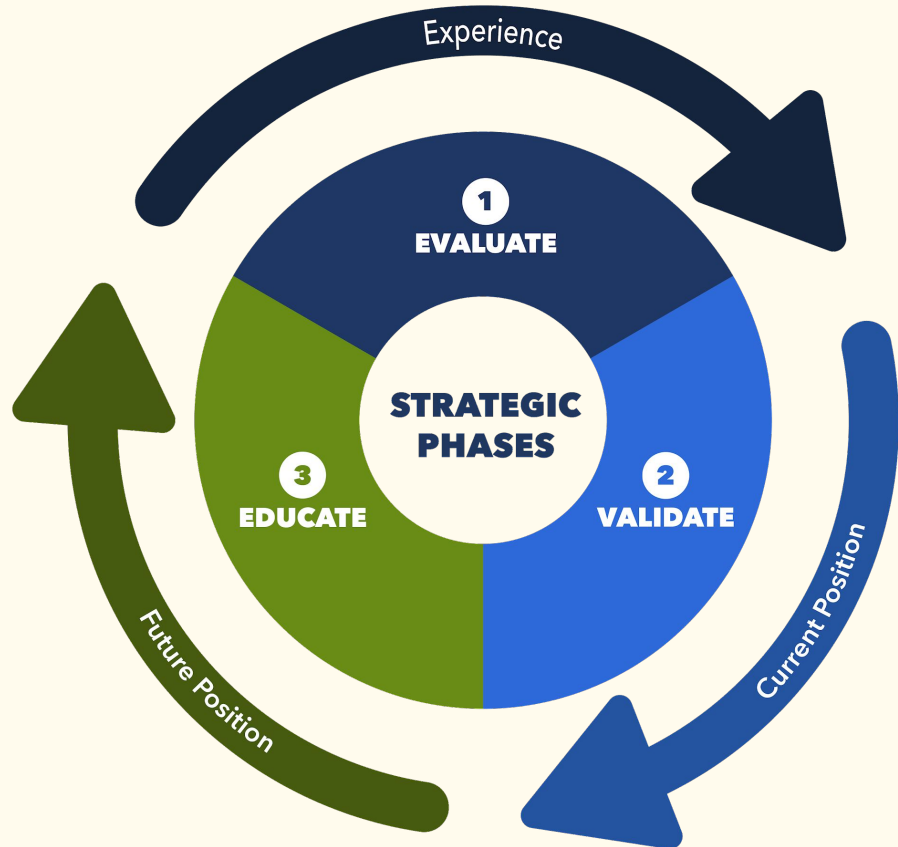


# Strategic Planning Update:

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- Assess current organizational state
- Identify overall goals and approach of planning process

- Gather External Stakeholder Feedback
- Gather Internal Feedback
- Mission, Vision, Values Alignment

- Workshops: Identify Strategies
- Edit/Test & Finalize Plan
- Communicate Plan



# Stakeholder Response

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<b>30</b>	Individuals at invite-only key partner focus groups or 1:1 interviews
<b>24</b>	Individuals from open-invite community focus groups or conversations
<b>1,321+</b>	Community Survey respondents
<b>201</b>	Written comments from feedback boards at library locations
<b>44</b>	Staff Survey participants



# Top Themes & Takeaways

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1. Library viewed essential to lifelong learning & community well-being
2. Improved and modernized facilities & accessibility needs
3. Prioritizing collections & maintaining/expanding programs
4. Expanding outreach & strengthening awareness of resources available
5. Future vision: balance traditional library role with a modern, community-centered approach



# The Anatomy of a Library Mission Statement

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*A concise declaration of why the library exists, who it serves, and the difference it makes.*

- Impact-focused
- A message that resonates
- Memorable (aiming for 6-8 words)

1) WELCOMING

- highlights importance of customer service

Works Well:

- "Knowledgeable staff"
- "fostering"
- "resourcefulness"

1. Fostering individual & community enrichment

✓ Welcoming/knowledgeable staff!

Overall good

Fostering resourcefulness

Connection

Works Well

- welcoming staff
- community enrichment

WORKS WELL

Community Focus

collections

- Intent Works

2. Community Engagement

all of it sounds outdated/jargon

Missing:

- diverse community (socioeconomic)
- resourcefulness is lacking compared to other libraries

Missing/outdated/vague (and acknowledgements)

Whole staff community enrichment non-library resources connection

Missing:

- discrepancy between website published mission & this one
- "community enrichment" is a bonus
- doesn't address the necessities required by our community
- library is Community (vs. fosters...)
- too vague/too jargon
- needs to recognize diversity

- Community Enrichment is vague

- Importance of physical space is missing

1) add language around patron's agency in their personal enrichment

- change wording to center patrons (from staff)

2) Too long - 67 words

Outdated words: enrichment, resourcefulness

Shouldn't start the mission...

3) Seems written by a committee - lacks soul.

2) No mention for Collection

Accessibility

Safety

Equity

- Language can be more accessible

- Too wordy

3) Community

- Life long learning
- Equity

3) COMMUNITY

- PHYSICAL & INTE.
- LECTUAL SAFETY
- PRIVACY

VALUES (words)

lifelong learning

equity

welcoming

accessibility

community

3) Free Individualized Inspiring Gathering

You choose what your library is to you.

3-4 words = values

- fostering
- warm
- inclusivity
- community
- safety
- information
- accessibility
- opportunity
- solidarity
- adaptability

Community Inclusion Representation Accessibility

Community Access

- Welcoming
- Information

3-Whole Alameda community

- free access to space & info

## What role should the library play in the community?

(patron mentions)

A place to borrow books and media	1001
A place for lifelong learning	880
A safe and inclusive place for all residents	849
A community gathering space	848

# Discussion Mission Statements

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- A. Alameda's hub for learning, connection, and access.
- B. The heart of connection, learning, and discovery.
- C. Connecting Alameda through learning and creativity.
- D. Free access to knowledge, stories, and community.
- E. Inspiring literacy, discovery, and lifelong learning together.

