



## OCPL STRATEGIC PLAN 2020-2025

### MISSION STATEMENT

*The mission of Onslow County Public Library is to serve our community by connecting people to resources that enrich, empower and inspire.*

### VISION STATEMENT

Onslow County Public Library is an essential community resource:

Offering free & open access to information,  
Creating opportunities for lifelong learning,  
Promoting cultural awareness & enriching quality of life &  
Leading in personal service, research and technology

### OFFERING FREE AND OPEN ACCESS TO INFORMATION

1. Continue to work towards planning, designing, and constructing a new Main Library  
Continue to plan for the renovations and improvements to branch library facilities, including possible expansion of the Swansboro and Richlands facilities
2. Create and maintain library print and non-print collections that encourage an increase in annual circulation
3. Update current policies and procedures and establish a review cycle which ensures all policies and procedures will have a “last reviewed date” no older than five years
4. Grow Library’s patron count by 10% each year
5. Implement patron self-check technology in the Main Library

### CREATING OPPORTUNITIES FOR LIFELONG LEARNING

1. Establish and maintain active partnerships and/or resource sharing agreements with Onslow County Public Schools **(Ongoing)**
2. Establish active partnerships and/or resource sharing agreements with Coastal Carolina Community College **(Ongoing)**
3. Maintain and enhance partnership opportunities with Camp Lejeune’s Harriotte B. Smith Library to support Military families within the community **(Ongoing)**
4. Grow Summer Reading participation by 10% each year
5. Conduct digital literacy and technology courses on a quarterly basis at each library branch
6. Initiate outreach services to community organizations, including workshops and speaking engagements
7. Continue to develop new programs and services to meet the changing community educational standards and needs **(Ongoing)**

### PROMOTING CULTURAL AWARENESS & ENRICHING QUALITY OF LIFE

1. Support the continued development of the Library’s Programming Committee and use concrete statistical data to assess its programming effectiveness **(Ongoing)**

2. Create and support an adult and youth programming mix which builds upon the diversity of the Onslow County population **(Ongoing)**
3. Provide workforce resources and career development workshops on a quarterly basis
4. Consistently provide at least one major public program per year through which Onslow County residents gain access to authors, performers, American icons who would otherwise be inaccessible to community members **(Ongoing)**
5. Work with area agencies to create and or maintain multi-agency collaborative arts & cultural programming for Onslow County residents **(Ongoing)**
6. Create conditions which result in attendance for all programs to equal at least 20% of area population
7. Utilize website software, telephony, social media and other electronic message delivery systems to maintain heightened awareness of library programs and events **(Ongoing)**

#### **LEADING IN PERSONAL SERVICE, RESEARCH AND TECHNOLOGY**

1. Formulate a working Technology Plan in conjuncture with county IT department
2. Investigate further increase in internet bandwidth system-wide to accommodate for increased usage and improved usability
3. Ensure the number of public workstations throughout the system is maximized to better support user needs **(Ongoing)**
4. Move to a system-wide implementation of Radio Frequency Identification Conversion (RFID)
5. Create and maintain a print-to-electronic ratio within library collections which reflects current and future user behaviors **(Ongoing)**
6. Research new services and consortiums to provide the best overall system technology **(Ongoing)**
7. Review and assess digital resources for relevancy and accuracy on an annual basis **(Ongoing)**
8. Maintain and assess digital and print collections for quality, relevancy, and accuracy on a regular basis **(Ongoing)**
9. Provide employees with regular training and development for maximum professional knowledge and continuously improving service models **(Ongoing)**

Updated July 2021