MISSION
Our mission statement reflects the commitment we are making to the community.

*The mission of the Jackson County Library District is to connect ALL people to knowledge, ideas, and each other.*

*La misión del Distrito Bibliotecario del Condado Jackson es vincular a TODOS al conocimiento, las ideas y entre sí.*

VISION
Our vision statement describes what success will look like in the future.

*The Jackson County Library District provides invaluable tools to help individuals and communities thrive.*

*Our communities thrive and individuals reach their potential.*

VALUES
To fulfill our mission and realize our vision, the following ideals shall direct us in our service to the community and interaction with each other.

RESPECT/WELCOMING
Our libraries are for everyone. We honor diversity, individual perspectives
and the right to privacy and confidentiality. We strive to ensure that all people feel welcome in the library.

**INTEGRITY/ACCOUNTABILITY**
We serve as responsible and honest stewards of the public resources.

**ACCESSIBILITY**
We champion free and open access to ideas, information and content for all people. We look “beyond the obvious” to remove barriers.

**INNOVATION**
We embrace challenges and opportunities to encourage creative ideas and solutions.

**COLLABORATION**
We foster an environment that inspires partnerships and collaboration.
GOALS AND OBJECTIVES

CONNECT
The Jackson County libraries are open, thriving spaces where people link to the universe of possibilities that enrich their lives.

- People of all ages, cultures, and backgrounds find safe and welcoming physical places to meet and interact with others or to engage in individual pursuits.
  Possible strategies:
  - *Create a culture of customer service that ensures positive experiences.*
  - *Provide a welcoming environment for people who are not using the library, especially non-English speakers.*
- Our spaces, services and collections are customized to meet community needs as defined by market analysis.
- Our libraries are open based on the needs of the patrons.
- People are aware of the library’s vast resources and services.
- Peoples’ ability to use the library is optimized through enhanced virtual services.

LEARN
The JCL Services are a catalyst for the advancement of Jackson County’s learning priorities.

- Our libraries have a central role in supporting early literacy education to promote school readiness.
  Possible strategies:
  - *Support parents, parents, families and caregivers in their early learning efforts*
  - *Develop partnerships and alliances in the early learning community*
- People are supported in self-directed learning by enhancing resources and adapting emerging technologies.
- People have the skills to search for, locate, evaluate and effectively use information to meet their needs and make confident, independent decisions.
- K-12 students are supported in their learning.
  Possible strategy:
  - *Strengthen relationships with area schools*
**GROW**

Jackson County Library services advance the economic vitality of our communities.

- Our libraries are a community resource for workforce development.
- People have increased access to resources that address 21st century literacies (technology, finance, health, English as a second language and adult literacy).
- Job seekers have the marketable skills they need to get good jobs.