# Jackson County Library Services Strategic Plan 2016–2021

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*The only thing you absolutely have to know is the location of the library*

– Albert Einstein
Purpose of this Strategic Plan
Libraries are on the cusp of a great transformation. Changes in how people access and use information, interact with one another, and in the resources, tools, and capabilities needed to operate effectively in today’s society require new approaches to the services and resources that the Library provides. The Library must evolve in ways that keeps pace of this change and the diversity of our users, ensuring all members of Jackson County have equal access to the world of ideas.

The Jackson County Library System is now under the governance and leadership of the Jackson County Library District Board of Directors elected in May of 2014. For the first time in the County’s history a five-member elected board is responsible for the stewardship of library resources in fifteen communities. The Board of Directors launched a strategic planning process in October 2015 to chart a course for the future.

This Strategic Plan will guide the Library during a period of transition. The plan is intended to provide cohesive vision and direction for the next five years and beyond. Staying true to core Library values, The Jackson County Library will adapt thoughtfully and boldly to emerging challenges and opportunities for the benefit of the people of Jackson County.

Planning Process
Many individuals and groups shared their ideas, insights and passions in the development of this plan. Jackson County Library Services is a public institution, funded by the public for the public – and so a great deal of effort went into consulting the public about the future of our libraries.

The planning process began in November 2015 with twenty community meetings held in across all library branches. An additional six meetings were held off-site in community locations. Community voice was solicited in each branch through “sandwich boards”. More than 1,000 community voices provided input about priorities for the library. In December 2015 the Library facilitated nine focus groups with community members from a wide range of sectors: education, arts, business, social services, Friends of the Libraries, Jackson County Library Foundation.

Library staff members were involved throughout the process. Nearly 100% of Library staff shared their ideas in meetings. As the final plan evolved staff were involved in identifying key strategies.

Key themes of priorities emerged to guide the development of the Strategic Plan: Our Libraries must…

- Play a central role in the education of members of our community from pre-schoolers through seniors.
- Build a collection that meets community needs Be focal points and resource hubs for individuals and communities.
- Team with the public, community and business organizations to expand its reach through partnerships.
- Support a love of reading, personal growth and learning.
- Build an informed citizenry.

A Blue Ribbon Committee composed of community, staff and Board members was convened. This committee considered the input from the community and staff and crafted the major components of the plan for consideration and final adoption by the Board of Directors.

Conclusion
The Jackson County Library Services Strategic plan 2016-2021 is a guide that prioritizes the work library staff and the Board will do in the coming years. It was developed with careful consideration of the feedback we received from the community. The plan is shaped with the understanding that change is inevitable, and that our library services will adapt as warranted. At the same time, we will maintain our core values, measure all we do against our mission, and remain focused on serving the community.
FROM THE CHAIR
of the Board of Trustees

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MISSION
Our mission statement reflects the commitment we are making to the community.
The mission of the Jackson County Library District is to connect everyone 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.
As individuals reach their potential, our communities thrive.

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
Our libraries welcome everyone. We honor diversity, individual perspectives and the right to privacy and confidentiality.

INTEGRITY
We are responsible, honest stewards of public resources and trust.

ACCESSIBILITY
We champion free and open access to ideas, information and content.

INNOVATION
We encourage creative ideas and solutions.

COLLABORATION
We foster an environment that inspires working together.

When I got my library card, that’s when my life began.
– Rita Mae Brown
GOALS AND OBJECTIVES

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

1. Ensure that people of all ages, cultures and backgrounds find safe and welcoming spaces to connect with others and to engage in individual pursuits.

2. Customize spaces, services and collections to meet community needs.

3. Build public awareness and engagement through strategic marketing.

4. Drive new models for improving information access and delivery.

LEARN
Jackson County Library Services advance Jackson County’s education priorities.

1. Strengthen support of early learning to promote school readiness.

2. Ensure that people have the skills to search for, locate, evaluate and effectively use information to meet their needs and make confident independent decisions.

3. Provide resources and tools needed for the academic success of K-12, public, private and homeschooled students as well as trade schools and post-secondary students.

4. Support personal growth and lifelong learning through high-quality programs and materials.

GROW
Jackson County Library Services contribute to the economic vitality of our communities.

1. Educate for digital literacy and marketable workplace skills to improve prospects for employment

2. Emphasize 21st century literacies in library programs.

3. Leverage partnerships to develop and promote job growth and business success