Salina Library
2025-2029 Strategic Plan

INTRODUCTION

The Board of Trustees of the Salina Library is pleased to present our 2025-2029 Strategic Plan. Our strategic planning process engaged members of our community as well as library staff and trustees. An 11-question survey, available online as well as in paper form, primarily asked questions about library usage and services, with two questions centered on community concerns and communication of community events. Two open-ended, essay-type questions were essential to the survey, ensuring that survey takers weren't limited to only the topics covered by the multiple-choice questions.

We also facilitated a series of focus groups with members of the community that included library patrons, community advocates, and members of the community at large. Our focus group approach and questions were adapted from an initiative of the American Library Association and the Harwood Institute for Public Innovation that included the *Ask Tool*, which helped us to learn more about people's aspirations for the community. In these focus groups we asked only one library-specific question: "would you recommend Salina Library to others – and why or why not?" Library trustees and staff had their own meetings sharing their answers to the focus group questions, as well as reviewing community and library statistics and trends. Through this entire process we received invaluable feedback and information that became the foundation of our new five-year strategic plan.

Thank you to the community members, library staff, and library trustees who contributed to the creation of this strategic plan. We appreciate the trust and confidence the community has placed in their community library and look forward to enhancing the quality programs, services, and resources our process affirmed community members value.

MISSION

We connect the power of knowledge and technology to inform, inspire, and enrich our community.

VISION

The Salina Free Library connects the community with resources, knowledge, and technology to continuously adapt, inform, inspire, and enrich the lives of the people who live it.

We provide equitable access to services, inspire learning, literacy, and personal enrichment, and are a hub for collaborations and community engagement.

We help create a stronger community by providing a trusted space where everyone is welcome to connect, engage, explore, learn, and grow.

VALUES

Accessible: we offer free resources with equal access to all

Community connector: we support community engagement with safe, welcoming spaces and through innovative programs and services that meet the changing needs of our community

Collaboration: we foster relationships and partnerships built on mutual respect and trust

Supportive: we provide knowledgeable, friendly, and committed staff to assist with information and technology needs in support of the curiosity, creativity, and pursuit of knowledge of all

Learning: we inspire the desire for lifelong learning, literacy, exploration of new technology, creativity, and curiosity for all ages

Stewardship: our commitment to excellence includes careful stewardship of resources including staff, finances, physical space, and incorporation of sustainable practices in our operations

STRATEGIC PRIORITIES

COMMUNITY CONNECTOR

Salina Library is a welcoming place to learn and play. Our free resources, events, programs, and services educate, engage, and entertain users of all ages while promoting shared experiences that build a stronger community.

- Add an online community calendar to the library website to foster community knowledge of events
- Explore new marketing methods and tools
- Engage community businesses and organizations in library initiatives
- Build a solid partnership with the new Community Center
- Offer more programs to foster media literacy, respectful civic dialogue, and citizen responsibility including voting
- Offer more programs that provide information and activities to assist community members to be aware and knowledgeable about community issues

ACCESS FOR ALL

We value all voices and take pride in providing relevant resources and a world of opportunities and possibilities for every age and stage of life, ensuring everyone in our community can access the materials and services important to them.

- Offer books through the postal service so that community members who are physically unable to visit the library are still able to access the collection.
- Improve computer accessibility for all, including but not limited to people with disabilities.
- Be a resource for those new to the community by connecting them to resources and services
- Offer a collection which contains a variety of resource types (including but not limited to books and DVDs) as well as a variety of perspectives and reflects the community that we serve.
- Investigate a library app to make browsing the library collection and services accessible for smartphone users.
- Create an updated library website that is accessible for all, visually attractive, and both informative and useful for all community members.
- Offer programs for new members (including English language learners) so that they feel part of a large, welcoming community.
- Offer programs and resources for all ages, beginning at birth, including interactive programming and a variety of types of resources including local park and museum passes.

LEARNING TOGETHER

Learning never ends at the library. Our programming and resources offer opportunities for our community to learn and develop new skills and interests.

- Offer programs and resources regarding personal safety and awareness of technological advances, including AI.
- Offer programs for our youngest to our more mature community members, exposing them to new ideas, topics, and hobbies so they may develop and pursue a lifelong passion for learning.
- Support our youngest learners as they develop their gross and fine motor skills as well as their love of language and literature.

- Support our children and teens as they develop a lifelong love of language, literature, and learning by providing programs that encourage them to explore a wide range of interests.
- Provide multi-cultural experiences to enhance and enrich our community's knowledge of the world around them.
- Support our most experienced learners by providing interactive, innovative programs which encourage them to explore new and emerging technologies and other topics of interest as well as topics new to them.

COMMUNITY SPACE

The library is a safe, free space for our community. It is a place where dedicated staff offer not just expertise, but welcome.

- Evaluate use of space and develop a list of improvements and funding options.
- Budget for technology replacement and additions in the best interests of serving our various populations.
- Continuously review and revise the use of our exterior and interior space to better serve the ever-changing needs of our service population.