



**PALO ALTO CITY LIBRARY**  
**STRATEGIC PLAN**  
**2018–2021**





## OUR VISION FOR PALO ALTO

A flourishing city where people achieve their dreams.

## OUR MISSION

PACL connects our diverse community through knowledge, resources and opportunities.

We nurture  
innovation,  
discovery and  
delight.



# CITY OF PALO ALTO VALUES

## Quality

Superior delivery of services

## Efficiency

Productive, efficient use of resources

## Innovation

Excellence in creative thought and implementation

## Courtesy

Providing service with respect and concern

## Integrity

Straight-forward, honest and fair relations



## AS A LIBRARY, WE VALUE

- Providing free and open access to collections, resources and services to all.
- Learning and being a learning organization.
- Embracing differences and diversity.
- Challenging the norm.
- Fostering an engaged community and staff.
- Our relationships with one another and with our community.



# GOALS

- A** Be the place where everyone can learn anything.
- B** Be the partner of choice for community organizations.
- C** Create engagement opportunities by being the place for community conversations about needs and aspirations.
- D** Leverage technology to integrate the library into the lives of community members.
- E** Provide a richer library experience for our community because of the expertise and effort of our dynamic staff.



**GOAL** Be the place where everyone can  
**A** learn anything.

## **STRATEGIES**

- Provide early childhood literacy programs based on current research in child development and learning.
- Create learning opportunities for community members to be able to make sense of and succeed in our changing society.
- Provide a portal to American culture, language, and civic life.
- Ensure that the library's collections, technology and buildings support the evolving requirements of 21st Century lifelong learning.
- Provide tools for improving all types of literacy.
- Provide opportunities to read for learning and for pleasure.



## GOAL B Be the partner of choice for community organizations.

### STRATEGIES

- Support Project Safety Net’s programs to promote youth well-being and implement the 41 Developmental Assets.
- Increase collaboration with Palo Alto’s public and private schools and their school librarians.
- Support library stakeholders in their advocacy and fundraising activities.
- Connect staff to community organizations in order to support their goals and collaborate in their activities.
- Encourage relationships with community organizations that enhance library services and programs.



**GOAL C** Create engagement opportunities by being the place for community conversations about needs and aspirations.

## STRATEGIES

- Provide a forum to explore current events and issues of community interest.
- Engage community members in library services as volunteers and program advisors.
- Connect community members to exchange and share stories, interests and skills.





**GOAL D** Leverage technology to integrate the library into the lives of community members.

## STRATEGIES

- Enhance unique and local collections.
- Develop partnerships to enhance customers' digital experiences.
- Plan and implement a social media strategy.
- Produce web content that is relevant to the needs and interests of our diverse audiences.
- Facilitate access for library users to resources that enable them to create content.
- Provide staff training and technology infrastructure to support digital projects.
- Keep abreast of emerging technologies and trends and of library-specific applications.



**GOAL** Provide a richer library experience  
**E** for our community because of the  
expertise and effort of our dynamic  
staff.

## **STRATEGIES**

- Attract and retain the most skilled and knowledgeable staff.
- Motivate and recognize staff through opportunities to innovate and be creative.
- Explore opportunities for improving employee work-life balance.
- Support and promote efforts to make it possible for staff to live in or near Palo Alto.
- Create opportunities for staff members to bring their talents and interests to work.



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