Washington District Library Long Range Plan

Last updated: May 2024

Mission Statement: Washington District Library will be a welcoming, inclusive community space to foster learning, enjoyment, and engagement.

Washington District Library will:
- provide excellent customer service to all patrons utilizing the library and its platforms.
- serve all patrons equally and fairly.
- seek out innovative, effective ways to provide resources to its patrons.
- measure our success in order to continuously improve our services.
- use its resources wisely.

Long Range Plan Goals: Calendar Year 2024-2025

1. Determine long-term future of Sunnyland Branch Library
   - 2024: Create collections and programs that are unique to the Sunnyland Branch Library
   - 2024: Determine parameters for what is successful use of the Sunnyland Branch Library
   - 2025: Assess usage of Sunnyland Branch Library
   - 2025: Determine next steps for Sunnyland Branch Library

2. Maintain financial stability
   - 2024: Explore joining Washington Community Foundation
   - 2024: Increase grant writing activities
   - 2025: Identify biggest cost drivers in annual budget
   - 2025: Develop plan to maintain operating fund balances at six months reserves each year

3. Reevaluate Main Library maintenance plan
   - 2025+: Explore adding solar panels to roof before or in conjunction with WDL/Five Points roof replacement

4. Increase number of people with active WDL cards by 5%
   - 2024: Outreach to people whose cards are about to expire
   - 2024: Send welcome materials to new residents
   - 2024: Update promotional materials that are sent with Chamber of Commerce welcome packets
   - 2025: Increase mailed/physical advertising to non-library users

5. Increase partnership opportunities within community
   - 2024: Identify critical partners in the community and their key influencers
   - 2024: Explore joint programs with community partners
   - 2025: Increase program and advertising opportunities through outreach services

6. Increase advertising effectiveness
   - 2024: Explore adding dedicated marketing/web professional to staff

7. Determine long-term space needs
   - 2024: Assess space needs for collection and programming space
   - 2024: Explore alternate programming spaces
   - 2025: Hire consultant to reimage Main Library space to include additional programming space