



**STRATEGIC PLAN
2021-2025**

*Adopted by VGPL Board of Directors, 16-Jun-2009
Revised and approved by the VGPL Board of Directors, 21-Jun-2016, 21-Jul-2020*

Our Mission: Foster lifelong learning in a supportive community environment.

STRATEGIC GOALS	OBJECTIVES
<p>Provide enriching and engaging learning and entertainment experiences for all generations based on community needs.</p>	<ul style="list-style-type: none"> • Deliver free public programs online and in person for all ages to promote information literacy, reading for enjoyment, personal growth, knowledge and development. • Organize materials, programs and services for youth from toddlers to teens that encourage interest in reading and learning, aid in school preparation and socialization and promote the library as a place to discover educational resources, find entertainment and follow their interests. • Propose community service opportunities for teens. • Organize resources for patrons to explore topics of personal interest, open up job opportunities, gain knowledge of health and wellness, use new technologies and promote lifelong learning. • Deliver programs and materials that support family development and encourage community engagement. • Identify specific community interest areas and support these through a related collection and external resources. • Support well-trained staff in the delivery of materials, services and technology. • Actively recruit and support talented, enthusiastic and dedicated volunteers of all ages. • Maintain an accessible Meeting Room for community events consistent with the Library mission. • Expand e-material offerings to align with digital demand and usage.
<p>Leverage technology resources and develop leadership in digital information literacy.</p>	<ul style="list-style-type: none"> • Provide up-to-date, efficient, user-friendly technology to meet demands of library patrons remotely and in-house. • Promote the Library website and other social technology platforms as a resource for information on library services and events and access to the library catalog and internet resources. • Encourage patrons' use of online self-service options to access library materials and information. • Expand the collection of electronic books, downloadable audio books and other digital content as resources permit. • Where possible, expand learning opportunities to enable patrons to become more digitally self-sufficient. • Investigate opportunities to address digital divide. • Develop a cyber security strategy to address and mitigate potential and realized cyber security incidents.
<p>Strengthen community and business partnerships.</p>	<ul style="list-style-type: none"> • Collaborate with community organizations (e.g., the El Dorado Community School, the Adam Senior Center) to promote the Torreon area as a community resource. • Develop and promote strong relationships with local businesses to leverage mutual benefits. • Partner with other public and private groups, including libraries. • Showcase local creative talent to build awareness and foster community engagement. • Build community through participation in local events and advocacy. • Continue to keep the community informed of library status and progress via the website and other communication channels.

STRATEGIC GOALS**OBJECTIVES****Ensure the Library's long-term financial stability.**

- Maintain a broad funding mix of community donations, grants, government funding and special event revenue.
- Maintain an adequate Operating Reserve.
- Grow the VGPL Sustaining Fund by identifying and cultivating potential fund specific donors.
- Raise awareness of legacy-giving opportunities and increase associated gifts.
- Expand and diversify the donor base.
- Continuously monitor opportunities for grants that will enhance programs and operations.
- Ensure government-related library funding by a continued program of legislative advocacy and maintaining eligibility for General Obligation Bond funding.