STRATEGIC PLAN

2022-2025
MISSION STATEMENT & GOALS

The Juneau Public Libraries are the open door to exploration and lifelong learning, providing free access to shared resources and programs that entertain, enlighten and educate.

Goal 1: Provide library collections that meet Juneau’s information, learning, and entertainment needs

Goal 2: Provide library activities and events that meet Juneau’s educational and social needs

Goal 3: Be a reliable information source for the community

Goal 4: Find ways to expand access and awareness of library services to underserved parts of the community

Goal 5: Hire, retain and support a skilled library workforce

The Library gathered a variety of inputs to help determine community needs. Many factors were considered in determining which goals would best help to meet these needs.

Inputs included:

• Community survey
• Community focus groups
• Library benchmarking study
• Stakeholder interviews
GOAL 1

Provide library collections that meet Juneau’s information, learning, and entertainment needs

• Continue to provide a strong physical library collection

• Audit the library’s collections for diversity and inclusion with an emphasis toward including more works by members of underrepresented communities

• Strengthen the selection of eBooks and popular digital materials

• Ensure the library provides an engaging juvenile collection that meets the needs of early and emerging readers

• Explore ways to expand the library of things to meet the unique needs of Juneau’s residents
GOAL 2

Provide library activities and events that meet Juneau’s educational and social needs

• Provide youth activities that promote early literacy
• Provide adult activities that promote lifelong learning
• Increase the number of library activities geared toward underserved populations
• Provide library activities that offer opportunities for Juneau residents of all ages to socialize
• Provide library activities that help to bridge community social and political divides
GOAL 3

Be a reliable information source for the community

• Train library staff on the local resources available to community members

• Provide resources and referrals regarding affordable housing opportunities and other programs that address Juneau’s high cost of living

• Continue to provide access to accurate information about the COVID-19 pandemic

• Provide education and information on voter registration, procedures, and rights

• Seek solutions to expand internet access at library facilities and community gathering points through partnerships and outreach events

• Continue to develop ways to embed principles of information literacy in library outreach and events
GOAL 4

Expand access and awareness of library services to underserved parts of the community

• Expand the promotion of library events and services to a wider range of community members

• Perform an organizational equity, diversity and inclusion audit

• Offer more outreach programs and services to underserved communities in Juneau

• Explore ways to issue library cards to all students in the Juneau School District

• Create an economical plan to provide more library services to the Lemon Creek neighborhood

• Continue to train staff on cultural and diversity awareness to better serve the entire Juneau community
GOAL 5

Hire, retain and support a skilled library workforce

• Work to recruit and retain a more diverse library workforce

• Devise a more comprehensive organizational training framework

• Explore opportunities for continuing education for library staff

• Create clear customer service standards for library staff

• Host an annual staff day focused on training and skill building

• Increase collaboration and communication between library workgroups