

OTTAWA LIBRARY

Mission Statement

Ottawa Library is a community library that links everyone to free educational, informational, and entertainment resources through responsive quality service to support lifelong learning.

Vision Statement

Ottawa Library is recognized for its trusted leadership as a community center that provides free and equitable access to the total information network in modern facilities with up-to-date materials and unsurpassed personal service.

Values

The Ottawa Library is committed to:

- Maintaining integrity and accountability to the public and city government.
- Promoting intellectual freedom and free access to information, materials, and services to support lifelong learning.
- Providing excellent service in a confidential, respectful, and unbiased manner.
- Providing collections and services that are diverse, relevant, and up-to-date.
- Providing a pleasant and secure environment where people experience a sense of community.
- Developing community partnerships to enhance our visibility and viability.
- Ensuring community representation in our leadership and decision-making.
- Providing an educated, well-trained, professional staff.
- Developing outreach services to extend services beyond our facilities.

GOALS AND OBJECTIVES

Goal 1: Create an inviting, welcoming library that is a community destination.

Objective A: Evaluate the physical space, layout, and atmosphere at library.

Objective B: Re-evaluate the library's ability to serve specific community interests and create value added planned spaces.

Goal 2: Develop a customer-focused library to support our role as a vital, responsive, and helpful community resource.

Objective A: Provide ongoing professional training to develop versatile, flexible, customer-focused staff to address patron needs and expectations.

Objective B: Maintain policies, procedures, and optimum staffing to support customer-focused library operations.

Objective C: Provide staff with the technology and resources to offer customer-focused service.

Objective D: Keep materials and technological resources current for the public.

Objective E: Evaluate how library is used and how it could improve.

Goal 3: Develop stable and diverse revenue sources through advocacy, partnerships, and philanthropy.

Objective A: Advocate for secure, stable, long-term state, regional, and local funding of our public library.

Objective B: Establish Endowment philosophy, promote and support the activity of the Endowment fund.

Objective C: Increase awareness and understanding of the Library's value to the business community and promote partnerships. Partnerships to include Ottawa Recreation Commission, Agency on Aging, Mid America Nutrition Program, school districts, and others.

Goal 4: Increase public awareness of the Ottawa Library.

Objective A: Promote the benefits, values, and importance of the library to our community resulting in greater public support.

Objective B: Increase community awareness of the Ottawa Library.

Objective C: Increase community input through surveys and focus groups.

Objective D: Develop marketing plan.