



Berthoud

COMMUNITY LIBRARY

D I S T R I C T

Purpose

Our purpose is to educate, enrich, and connect our community with the world by:

- supporting free and equal access to information and ideas
- championing learning opportunities through all stages of life
- furnishing space for thinking, meeting, and creating

Core Service

We will continue to provide core services by:

- lending items to our community at no additional cost
- giving expert research assistance
- providing access to vital technologies
- tailoring our resources to fit our community
- coordinating classes, events, and initiatives that reflect the needs and interests of our community
- offering welcoming physical and digital spaces for exploration and connection

Strategic Focuses

Marketing, Messaging, and Outreach

- To tell our library's story instead of waiting for others to tell stories about our library
- To unify the ways in which we talk about ourselves and our community with our actions to send consistent messages
- To advocate deliberately on behalf of the library with a variety of stakeholders (community members, representatives) and community leaders

Community Integration

- To embed the library in the community as an essential and effective partner
- To keep the needs and desires of our local community at the center of our decisions
- To increase our knowledge and understanding of our community's culture and needs

Resilience and Sustainability

- To identify creative methods and partnerships to increase funding and/or decrease expenses to maintain or enhance library operations
- To form strategic partnerships to help the library and community avoid or recover from disasters or difficulties
- To develop flexible short-term and long-term plans that will allow the library to thrive

Discover. Connect. Inspire.