



# Strategic Plan: 2021 - 2024

# COLLECTIONS



- Expand selection procedures to ensure that the collection of WCL is diverse, inclusive, and up to date
- Create a selection committee comprised of branch staff and technical services staff to guide system-wide selection of library materials
- Create system wide calendar of displays and complementary programming to promote the diversity of our physical collections
- Promote online collections, including library databases and local history collection
- Demonstrate how a robust Materials budget supports lifelong learning and family engagement

# PROGRAMMING



- Plan Community Conversations to encourage respectful discourse and bring together people of differing points of view
- Plan large scale events such as health and wellness fairs and events celebrating the arts that take advantage of and reinforce the strong sense of community found in Worcester County
- Continue to offer and evaluate virtual programs
- Champion early childhood learning experiences
- Expand teen programming
- Promote online learning opportunities
- Continue to offer programs that respond to community information needs, such as workforce development, legal help, and wellness

# PARTNERSHIPS AND OUTREACH



- Designate a single point of contact for outreach and potential relationships
- Work with branch libraries to develop a list of community stakeholders through Worcester County
- Create a standardized plan for approaching and cultivating community partnerships
- Develop a plan to regularly evaluate the effectiveness of potential and ongoing partnerships

# FACILITIES



- Advocate for Pocomoke and Snow Hill Branch Library improvements, including space reallocation and HVAC replacement
- Fund new outreach vehicle for Youth Services
- Assess age-specific learning spaces at each branch

# ORGANIZATIONAL GROWTH



- Develop and implement best practices for hiring and retaining a diverse workforce
- Create a mechanism for staff to share ideas and feedback with library administration
- Develop “Art of the Welcome” training module for all staff to ensure that patrons visiting different locations experience the same standard of customer service
- Hire a teen/youth outreach librarian
- Evaluate staff reorganization to meet the changing needs of library service
- Develop regular policy review schedule
- Offer wide range of staff development opportunities to library staff and board members

## OUR MISSION

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The mission of the Worcester County Library is to promote reading, thinking, learning, and the enjoyment of the arts.

## OUR VISION

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The Library serves as the community's learning center where the pursuit of knowledge, the exploration of the arts, and positive interactions are encouraged through innovative educational and cultural opportunities for all.



## WORCESTER COUNTY LIBRARY

307 N. Washington Street  
Snow Hill, Maryland 21863  
[www.WorcesterLibrary.org](http://www.WorcesterLibrary.org)