



CARROLL COUNTY
PUBLIC LIBRARY

Infinite Possibilities

Strategic Plan

2021 - 2024



Welcome to the future of your library...



VISION

 Cultivating community success through inclusion and engagement.

MISSION

 Join us to experience lifelong learning through impactful programs, resources, and services.



Our success in achieving this mission and making our vision a reality depends on our ability and willingness to take intentional, purposeful actions that move us forward as an organization and as individuals.

Welcoming and Including Everyone



Our goal

CCPL is recognized as a place where barriers are removed and people are invited into spaces that are welcoming.

To achieve it...



CCPL staff have access to the training needed to participate in creating an inclusive environment.

We evaluate and assess our operations and facilities to remove barriers and be as responsive to the needs of the community as possible.

We are a strong partner, evaluating our current partnerships and cultivating new partnerships that offer fresh experiences to engage the community while serving as a neutral platform and convener for community conversations and civic discussions that expand our service and impact on the community.

We increase our marketing impact to raise public awareness of all the library offers and invite new customers to discover the library.





Creative and Engaging Programming



Our goal

CCPL cultivates creative, engaging, and enriching programming through partnerships with the community. Every Carroll County Public Library customer experiences a connection with people of diverse stories.

To achieve it...

CCPL utilizes the unique strengths, skills, and talents of our staff and our partners to create appealing programs.

We provide programming opportunities covering a broad scope of topics for all ages.

We increasingly pursue diverse programs to ensure vibrant experiences for every age, ability, and need at our branches and online.

We boldly pioneer leading technologies relevant to the needs of the changing job market.

Reliable Resources to Inspire



Our goal

Carroll County's communities are empowered by easy and reliable access to resources that delight, inspire, and stimulate lifelong learning.

To achieve it...

CCPL invests in our staff as our greatest resource that must be nurtured, cultivated, and sustained.

We meet our customers at their time and point of need, providing both digital and physical formats.

We offer equipment to serve the needs of a diverse community of learners who are creators, actively working to improve society through positive change.





Expanding Services



Our goal

CCPL provides services that meet the current and future needs of our customers.

To achieve it...

All CCPL staff continually seek opportunities to promote library services outside of the physical branches.

We research and evaluate local, regional, and national trends for potential new services.

We train staff to successfully provide and evaluate services.

How we get there

CCPL recognizes the important role that the library system plays in supporting each customer's ever-changing needs. CCPL's spirit of innovation will continue throughout this plan.



Our Vision



Our Goals



Our Objectives

Vision is our longterm view for the future of the library as a staple of our community.

Goals reflect the direction our library is heading, and the priorities for our library system.

Objectives are activities and steps that library staff can do every day to achieve our vision for the library.

Acknowledgements



Many individuals played key roles in the development of this plan and to the library's continued success. We are grateful for their support and innovative spirit, which drives the library's services forward in new directions.

Special Thanks to Our Community

Our Customers
Carroll County Board of Commissioners
Carroll County Government Staff
CCPL Board of Trustees
Friends of CCPL Board
Community Partners
CCPL Staff

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Strategic Planning Team 2021

Andrea Berstler Executive Director	Catherine Hancock
Patty Sundberg Team Leader	Kendal Hopkins
Joe Thompson Advocate	Bob Kuntz
Gary Bowman	Julie Rosier
Jillian Dittrich	Terri Simmons
Tony Eckard	Erin Snell
Amber Farran	Teresa Tischa
	Maria Vilcek
	Marlene Wenzel

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