

# CARY AREA PUBLIC LIBRARY

Strategic Plan  
2021 - 2023

## VISION

Welcoming all to connect and explore – check out the possibilities!

## MISSION

We strengthen our community with programs and resources to entertain, inform, and inspire.



## ENGAGE

We build meaningful relationships with community members and partners to increase awareness and connection.



- Reach out to non-users and special populations to increase awareness and demonstrate the Library's value
- Create connections at outreach events to promote Library resources, programs, and services
- Strengthen and expand partnerships that lead to mutually beneficial community engagement



## ENRICH

We expand horizons through our programs, collections, and technology.



- Offer a wide variety of diverse programs that inspire, entertain, educate, and inform
- Provide technology access and alternative resources to enrich our community
- Support community members in navigating their educational journey



## EXPERIENCE

We value community input to provide exceptional service.



- Seek regular community feedback to increase responsiveness and inclusion
- Empower staff and Board members to provide excellent customer service
- Cultivate Library culture to increase job satisfaction and commitment to continuous improvement