## Key Initiatives for 2021-2022

### Our Vision:
Be the educational and cultural anchor for the Charlevoix community.

### Our Mission:
Connect the community to resources that educate, enrich and empower

<table>
<thead>
<tr>
<th>Strategic Focus</th>
<th>Goal</th>
<th>Investments</th>
<th>Outcome</th>
</tr>
</thead>
</table>
| Outreach and Community Engagement | To be Charlevoix’s “Community Connector” by ensuring that the right resources meet the right user in the right way at the right time both inside and outside of our facility. | • Increase the capacity of our schools and thus the success of our students by making library resources easier to access: Implement an "Every Student a Card" program and return to regular outreach for Storytime, Book Talks, as well as additional innovative services.  
• Improve local businesses understanding of library resources while also coming to better understand their needs: Actively connect with the Chamber of Commerce, DDA, as well as attend monthly merchant meetings.  
• Continue seeking to better serve residents of outlying townships: Expand the outdoor wifi project to Norwood and Marion town halls. | The Library is an active partner outside of our building in promoting the success of ALL of the residents of our community in a host of ways. |
| Effective, Admired, and Cherished Facility | To provide community members, community groups, as well as visitors with a facility that inspires engagement and learning in addition to meeting their immediate needs. | • Continue proactively planning for the long term maintenance of the facility: In conjunction with the E3 building life analysis, undertake a space study to plan for short and long term future uses of library space.  
• Complete Phase One of the building systems update and begin steps to complete Phase Two in 2022.  
• Update the Community Meeting Rooms to better meet today’s technology needs including hosting hybrid in-person and virtual meetings. | All community members as well as visitors feel a strong sense of pride, ownership, and engagement with the library facility. |
| Highly Relevant Resources and Materials | To purchase and provide highly used and easy-to-access resources that are consistently evaluated by staff using data to best meet Charlevoix’s needs | • Increase the investment in both digital resources and the marketing of digital resources including the addition of digital magazines.  
• Develop and market the "library of things" by expanding beyond snowshoes and hammocks to a larger array of useful and unique items. | A collection of resources that are appreciated as well as highly used and accessed by a broader portion of the community |
<table>
<thead>
<tr>
<th>Strategic Focus</th>
<th>Goal</th>
<th>Investments</th>
<th>Outcome</th>
</tr>
</thead>
</table>
| Vibrant and Engaging Youth Services (0-18) | Offer a diverse array of materials, programs, and engagement opportunities to provide families and youth education and recreation through the library. | • Expand early literacy engagement opportunities: Utilize and promote the 1,000 Books before Kindergarten framework.  
• Increase the understanding of and actively promote language and learning development: Grow awareness of the national Talking is Teaching campaign and the library's official adoption and partnership with this program. | Families & Youth who are actively engaged in using the Library, expanding their knowledge and literacy skills across both physical and digital realms |
| Exceptional Programming | To offer programs that are vibrant, engaging, and reach frequent users as well as community members who might not use the Library | • Return to pre-pandemic levels of educational and recreational classes, lectures, and programs with a mix of in-person and virtual offerings.  
• Return to after-school programming for youth that is focused on learning and fun.  
• Develop gaming at the library for youth to continue to evolve the role of the Library as “the place” for technology access, education, and experimentation. | A diverse, comprehensive, and valued slate of programs and activities that raise the bar for lifelong learning and user engagement |