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**Stanislaus County
Library**

2025–2030
Strategic Plan

Dear Reader,

Thank you for your interest in the Stanislaus County Library and our strategic plan. This plan will guide our next five years of operations, ensuring the Library continues to meet your needs and those of the entire community.

Over the past year, we've worked hard gathering insights from data analysis and—more importantly—from our community! We engaged with individuals across the county through surveys, focus groups, community events, and conversations with local leaders.

All marketing materials, as well as the community survey, were translated into Spanish, and a Spanish Speaker Focus Group was held on July 16, 2024. Of survey respondents, 30% indicated that Spanish is spoken in their homes.

Thank you again for your participation in this effort and your ongoing support. We are proud of what we have accomplished together and are excited to keep serving you. To learn more about the Library's services and programs—and how you can get involved—please visit our website: www.stanislauslibrary.org. We can't wait to welcome you at the Library!

With best wishes,

Sarah Dentan
County Librarian
Stanislaus County Library

We are grateful to everyone who participated in developing this strategic plan. Here's a snapshot of your participation:

443 community survey responses

167 completed budget exercises

133 comment cards collected

17 conversations with county residents

18 interviews with key community figures

Plan Elements

	RESULT	The overall impact we aim to achieve in our community
	VALUES	Principles that guide the Library's practices and operations
	MISSION	Statement of the Library's purpose in the community
	GOALS	The Library's highest achievement priorities with this strategic plan
	ROLES OF THE LIBRARY	Service categories the Library should focus its resources on
	STRATEGIES	Action sets taken to attain the Library's goals
	PERFORMANCE MEASURES	A measure of how well the Library is working

Result

People are empowered and engaged through knowledge, technology, and culture.

Values

We believe EACH PERSON MATTERS.

Equity, Inclusivity, Accessibility: The Library serves everyone.

We work every day to EARN PEOPLE'S TRUST.

Transparency: The Library is a good steward of the public's resources.

We are GOOD PARTNERS.

Community-Centered Collaboration: The Library brings people together.

We encourage INNOVATION.

Innovation, Creativity, Technology: The Library evolves to meet ever-changing community needs.

We DELIVER RESULTS.

Lifelong Learning, Cultural Enrichment, Customer Satisfaction: The Library measures its impact and effectiveness to respond to the needs of the community.

Mission

We build community by creating opportunities and providing resources for connection, learning, exploration, and innovation.
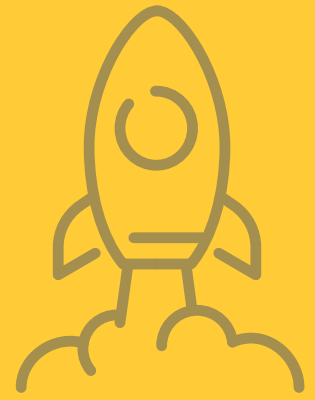
Goals

SUPPORT A VIBRANT READING COMMUNITY ACROSS ALL AGES

Increase engagement with the library's collections and reading programs, ensuring that all age groups are supported through curated collections, reading initiatives, and literacy programs.

ENSURE EASY ACCESS TO RESOURCES THAT IMPROVE COMMUNITY WELL-BEING

Enhance access to the library's materials, resources, and programs by expanding digital accessibility and improving physical space utilization. Ensure resources align with identified community needs.

FOSTER COMMUNITY CONNECTION AND COLLABORATION

Strengthen the library's role as a community hub by offering spaces and programs that bring residents together, foster collaboration, and celebrate the community's diverse interests and cultures. The library should connect individuals to one another, to resources, and to the broader community.

Roles of the Library

Community Hub: Providing environments where community members can meet, engage, and collaborate. This includes providing flexible, modern, and appealing library spaces that allow for community meetings, events, and a sense of belonging and connection among diverse populations.

Lifelong Learning: Offering educational programs, literacy initiatives, collections, and resources for all ages. This role emphasizes the library's commitment to literacy, school readiness, personal development, and enrichment through accessible educational materials and programs.
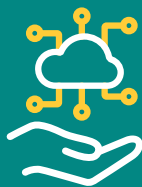
Technology Access: Ensuring that all community members have access to up-to-date technology and digital tools. This includes providing computer and internet access, as well as resources, to bridge the digital divide and support the community's technological needs.

Cultural Center: Promoting cultural enrichment through programs, collections, and events that reflect and celebrate the community's diverse heritage and interests. This role highlights the library's function as a space to explore culture.

Strategies

COMMUNITY HUB

1 Expand and enhance Library spaces for community use

2 Increase community awareness and engagement with the Library

3 Leverage technology to foster connection and accessibility

LIFELONG LEARNING

1 Expand and promote educational programs for all ages

2 Enhance staff capacity through professional development

3 Improve access to resources and diverse collections

TECHNOLOGY ACCESS

1 Explore options for expanded technology training for all ages

2 Enhance awareness and accessibility of digital tools and resources

3 Invest in digital collections to meet the needs of the community

CULTURAL CENTER

1 Facilitate meaningful cultural programs and events

2 Build and strengthen cultural partnerships

3 Develop collections, services, and resources that reflect our diverse community

Performance Measures

Percentage of survey respondents who reported they were "satisfied" or "very satisfied" with the library overall.

Percentage of survey respondents who indicated they agree or strongly agree they learned something they can share with their children after attending an early childhood program at the library.

Percentage increase in registered users using the collection (i.e., people with cards who are using the collection).

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