Bozeman Public Library
STRATEGIC PLAN 2013-2017

MISSION
The Bozeman Public Library provides the community with free, open and equal access to general information on a broad array of topics; resources to promote personal growth and lifelong learning; popular materials to meet cultural and recreational needs; and the training needed to find, evaluate and use information effectively.

VISION
The Bozeman Library shares the vision of the nation's founders that liberty and learning are inseparable and that a democratic people must have free, open and equal access to information. At the Library, people of all ages will:

• Have access to educational, cultural, and recreational resources to enhance their employment outlook, lifelong learning, and personal growth opportunities;
• Be able to choose from a variety of cultural and recreational resources to enhance their personal growth;
• Have a safe and open library environment with a variety of resources to foster a tolerant and civil community.

The Bozeman Public Library welcomes all, especially the young, to share in the joy of exploring the world of information and the realm of our imaginations.

INFORMATION EPICENTER
Serve as the information source and resource center for businesses, educational institutions, cultural organizations and other nonprofits to expand their capacity for contributing to the economic growth and quality of life in Bozeman.

MARKETING & PUBLIC AWARENESS
Ensure that residents and visitors know that the Library is one of Bozeman's richest and most vital community resources.

OUTREACH & ACCESS
Maximize use of the Library's current space and create new spaces and access points that allow the Library to provide expanded outreach to the community.

EARLY LITERACY
Continue to provide the highest quality programs and services for pre-K children and their families.

PARTNERSHIPS & COLLABORATIONS
Enhance and expand collaborations with existing and new partners.
| INFORMATION EPICENTER | Build a framework for a center that will provide opportunities for the Library to bring organizations together to explore and share resources that will strengthen the community's economic welfare and cultural environments. | Secure funding for development of the resource center technology and materials. |
| MARKETING & PUBLIC AWARENESS | Create a staff position that would coordinate and implement all of the marketing and public relations activities of the Library, the Foundation, and the Friends, thereby centralizing all the marketing efforts. | Engage in a strategic marketing campaign that highlights the activities and contributions of the Library, the Foundation, and the Friends. | Conduct a coordinated branding process that links the Library, the Friends, the Foundation, and the City. |
| OUTREACH & ACCESS | Maximize the use of the building and grounds to ensure that the Library provides easily accessible, safe, and inviting spaces for customers of all ages. | Investigate opportunities for expanding outreach by creating a mobile library, kiosks, and new library spaces within other organizations. | Use signage, and other tools, to make the Library more visible in the community, particularly in Downtown Bozeman, outlying areas, and along the Main Street to the Mountains community trail system. |
| EARLY LITERACY | Direct early literacy programs and services to children and families of underserved populations. | Provide parents with access to workshops, programs, websites, materials, and other tools to build skills in early literacy. | Work with community organizations to identify and meet critical early literacy needs and be a resource center for childcare providers and centers, preschools, and other organizations. |
| PARTNERSHIPS & COLLABORATIONS | Continue to work closely with cultural arts organizations, museums, and other area non-profits to bring high quality programming to the Bozeman community. | Increase collaboration with City and County government. | Expand partnerships with Montana State University and Gallatin College, the Downtown Bozeman Partnership, and neighborhood associations. |