



WATERLOO
public library

Strategic Plan

2026-2029





WATERLOO
public library

MISSION

We spark curiosity, enrich lives, and build community by ensuring resources, recreation, and expertise are accessible to everyone.

VISION

A connected, engaged, and empowered community.

CORE VALUES

Access: We offer resources, services, and expertise in a safe, accessible place where everyone feels welcome.

Community: We serve as a hub of engagement, education, and fun, where people gather, connect, and explore.

Empowerment: We enable people to enrich their lives and strengthen their communities.

Innovation: We embrace creativity and develop new approaches to meet community needs and shape a brighter future for everyone.

Teamwork: We work together to build a stronger, more vibrant community.

STRATEGIC AREAS

COMMUNITY OUTREACH & PARTNERSHIPS

- Establish goals and criteria for determining outreach priorities with the goal of increasing off-site outreach opportunities. Enhance and expand those opportunities once identified.
- Expand partnerships with Waterloo School District and area libraries.
- Develop a mobile library service, and explore transportation options that might assist patrons in reaching the library.

FUNDING STABILITY

- Engage Friends of the Library (FOL) to develop and work toward shared goals, and explore holding a signature fundraising event.
- Clarify and promote all the ways to give to the library, and establish an awareness campaign to increase foundation endowments.
- Create a contingency plan for reduction in budget.

OPERATIONS & INFRASTRUCTURE

- Evaluate the library's organizational structure and resource allocation.
- Evaluate trends in technology to promote staff efficiencies.
- Assess and refresh current facility spaces to accommodate community needs, and explore strategies to promote environmentally sustainable library practices.

COMMUNITY AWARENESS

- Evaluate and diversify information distribution strategies.
 - Enhance the library's relationships with other city departments.
 - Utilize library stakeholders to educate the public on financial position.
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