



# Newport News Public Library System Strategic Plan for 2007-2011

A strategic plan helps clarify and prioritize an organization's goals. It also prepares a framework for the organization's growth and progress. This plan will help the Library System determine where it is going and how and when it gets there.

Below you will find a synopsis of the Library System's core beliefs and values as well as the strategies we will use to fulfill our mission. Our service, resource allocations and decisions will be based upon our mission and vision for our future....to provide the citizens of Newport News with legendarily good customer service

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## Our Mission

The mission of the Newport News Public Library System is to build a strong community of readers who use the Library System to achieve academic, economic and personal success, enriching the community as a whole.

## Our Vision

The vision of the Newport News Public Library System is of a community whose well-being is enriched by the experience of using the library.

## Our Beliefs

Library users are coming to the library not only to check out library materials but also to use computers, to attend programs, to meet friends, for reference/research assistance and for social opportunities.

Family literacy is the key factor to successful academic and economic achievement and for a strong community.

Library users expect high-quality service that is quick, efficient and convenient.

Library users expect a wide variety of formats to be available for educational, informational, cultural and recreational use.

Library staff training is critical in order for staff to continue to meet the expectations of library users.

The Library System must develop partnerships with other community agencies and community and professional groups in order to provide a full spectrum of services.

The support of the Friends of the Newport News Public Library, individual and corporate donors, as well as other alternate funding sources, will be needed in order to fulfill the mission of the Library System.

The establishment of a Newport News Public Library System Foundation is integral to future funding of library efforts and services.

## Our Core Values

In order to achieve the mission and vision of the Library System:

- We value all the residents of our community and the strength of their diversity.
- We value free and equitable access to information and resources, as well as the right to privacy.
- We value literacy.
- We value excellence in customer service.
- We value our staff and their skills.
- We value responsible stewardship of the Library System's resources.
- We value the partnerships developed to increase opportunities for our patrons and staff.

## Our Strategies

- Excellence in service
- Excellence in collections and resources
- Excellence in programs and outreach services
- Excellence in the provision of state-of-the-art facilities, resources, technology, and infrastructure, which results in a wide range of positive library experiences
- Excellence in marketing, public relations, advertising, and development