



ATLANTIC COUNTY LIBRARY SYSTEM

Atlantic County Library System Strategic Plan 2019-2022

VISION

The Atlantic County Library System will continue to be an open gateway to a world of information, technology, and entertainment for an engaged community.

MISSION

The goal of the Atlantic County Library System is to strengthen the quality of life in our diverse communities by providing learning opportunities, fostering a love of reading, connecting people to technology, and providing resources for entertainment.

GOAL 1: EXPAND & ENHANCE LIBRARY SERVICES

- Maintain delivery of existing library services from the Atlantic County Library System's nine branches, books-by-mail program, and one non-branch service outlet, while seeking to support customer driven initiatives for new programming and services.
- Expand information literacy and STEM/STEAM programming at each branch.
- Build a relevant and dynamic print & non-print collection that meets the need of all the library's constituents.

GOAL 2: IMPROVE COMMUNITY ENGAGEMENT

- Expand advocacy efforts to engage municipal governments, schools, businesses, and community organizations.
- Use exterior library space to expand programming opportunities and attract people into the library.
- Support the community by providing access to resources in many formats, educational and recreational opportunities, and public access computers with document delivery services.

GOAL 3: STRENGTHEN DIGITAL LITERACY & TECHNOLOGY

- Meet patron need for current and emerging technology to help them build essential technology skills, perform necessary tasks, and find and access desired information.
- Maintain an Integrated Library System to responsibly manage circulation, bibliographic cataloging, fund controls, inventory and to provide a public-access catalog of materials owned.
- Ensure the ACLS website and mobile applications are accessible, functional, and current.

GOAL 4: PROVIDE WELCOMING, SAFE AND VIBRANT PHYSICAL & DIGITAL SPACES

- Ensure all library branches are safe, well-maintained, and accessible to all patrons.
- Plan ongoing repairs and refurbishments of buildings in conjunction with established County Capital Planning.
- Establish all branches as destinations for artistic, cultural, educational, and entertainment events that highlight Atlantic County's rich diversity, natural bounty, and history.

GOAL 5: EFFECTIVELY MARKET THE LIBRARY

- Strengthen the library's brand identification by consistently using our recognizable logo and creating a slogan.
- Enhance the library system's social media presence to reach more current and potential library users with information about the library's programs and services.
- Cooperate with the Atlantic County Library foundation to identify and implement alternative revenue streams to increase funding for library programming.

GOAL 6: FOSTER AN ENGAGED WORKFORCE TO PROVIDE OUTSTANDING SERVICE TO OUR PATRONS

- Provide adequate staffing levels at all branches to meet our customer service goals.
- Offer on-site training and cross-training to increase staff knowledge, skills, and competencies.
- Preserve and pass on institutional knowledge to ACLS staff.