



2022 - 2026 STRATEGIC PLAN

SERVING RESIDENTS IN FRANKLIN, JOHNSON,
LOGAN, AND YELL COUNTIES

APPROVED BY THE ARVRLS REGIONAL BOARD ON DECEMBER 20, 2021



OUR VISION:

ARVRLS serves as a bridge connecting diverse communities, through literacy and innovative services, by cultivating equity, inclusion, and lifelong learning.

OUR MISSION:

To enhance the quality of life for residents in the Arkansas River Valley through the following areas of library operation:

- Public Service
- Collections
- Programs
- Outreach
- Digital Branch
- Technology
- Staffing
- Finances

OUR CORE VALUES:

- Innovation
- Service-Oriented
- Collaboration
- Integrity
- Consistency
- Transparency
- Accessibility
- Community-Centered



PUBLIC SERVICE

Public service applies to works rendered in the public interest. Our goal is to provide professional, friendly service and build relationships throughout all communities. We will

- collect and disseminate information in traditional and unconventional formats.
- regularly review the number of active cardholders and contact previous library users.
- develop and maintain 10 to 20 partnerships at each library branch including but not limited to educational institutions, business development groups, senior care organizations, civic organizations, etc.
- consider the informational needs of the numerous user groups within the River Valley.

COLLECTIONS

The physical collections found in each library are well-kept and utilized by patrons of all ages. With the rise in the use of digital materials, we anticipate more online use in the future. We will

- nurture and expand literacy-based programs and resources.
- consistently evaluate usage, condition, and display for optimal access and deployment of physical materials.
- promote in-house and online collections to better support community needs and interests.
- assess annual circulation figures and prepare for adjustments within the budget.
- define circulation goals for physical and online materials: 250,000 physical items and 200,000 virtual visits or downloads.

PROGRAMS

Library programming is considered a necessary facet for continued success. To expand current offerings, we will

- provide events and programs to meet various participation styles including traditional learning, self-supporting networks, and experiential learning.
- offer a well-balanced calendar of events to support diverse demographics, age groups, areas of interest, participation preference, and schedule.
- collect qualitative and quantitative data through surveys to assess accessibility and the quality of featured programs.

OUTREACH

Outreach is often defined as programs for those underserved or as services for those who are infrequent library users. To enhance our current outreach, we will

- establish and build connections outside of the physical library space.
- share resources, services, and materials with a broader audience.
- meet with current and potential partners to gather and share information.
- attend community events or stakeholder meetings associated with the Quorum Court, City Council, or School Board.

DIGITAL BRANCH

The Digital Branch of ARVRLS offers browsability of the physical collections through an online catalog, access to downloadable materials, user account management, and digital reference tools. We will

- develop navigation and connection tools to improve accessibility.
- evaluate the sustainability of digital resources and prioritize databases that meet immediate community needs.
- improve administrative transparency with routine updates and the addition of information pertaining to the Board of Trustees.

TECHNOLOGY

Technology includes the hardware and software used by staff and the community. We will

- continue to provide basic services like Internet, Wi-Fi, printing and fax services.
- expose staff and community members to advanced technology with new resources and equipment.
- investigate effective digital tools to improve customer service and overall satisfaction.
- encourage trainings in a variety of formats.
- stay ahead of technology trends and advocate for regionwide broadband advancement.

STAFFING

To achieve personnel success throughout all library branches, we utilize a team structure for collaboration and decision-making. We will

- prioritize educational development according to institution needs and staff abilities.
- encourage professional networking to improve employee retention.
- foster partnerships between staff and stimulate shared planning opportunities.
- consistently review staff performance or job duties and adjust compensation accordingly.

FINANCES

As a steward of community funds, we exercise prudence in spending and make decisions based on fiscal sustainability. We will

- remain attentive to generated revenue and make adjustments as necessary.
- improve fundraising efforts through the ARVRLS Foundation and intentional grant-seeking opportunities.
- maintain current income figures at state and local levels.
- share success stories and applicable statistics with elected officials to advocate for library funding.