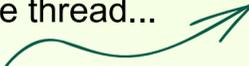


# Strategic Plan

2024 - 2028

Follow the thread... 

## Vision

Connecting people, information, and ideas that enrich lives and foster healthy communities where hope takes root and wonder soars.

## Mission

The Library is a welcoming, inclusive community place that inspires meaningful connections.

## Quotes

"I am so proud to be involved in the strategic planning for the Norfolk County Public Library. I think this strategy reflects our vision for the future while acknowledging the historical importance of the library in the community. We have dedicated wonderful staff and a wide range of resources and programs for all of Norfolk. The new strategy has a place for everyone!"

**Kimberly Earls**  
Board of Trustees, Chair  
NCPL

"Our new strategic plan is a roadmap that will guide the library into an exciting future. It outlines the goals, objectives, and initiatives that the library will undertake to better serve the community. I extend my deepest gratitude for the input and support from staff, the community, and stakeholders - your voices have played a pivotal role in shaping the strategic direction, ensuring that the library's initiatives align with the needs and aspirations of the community it serves. It reflects our commitment to serving Norfolk effectively and ensuring that the library remains a vital resource and community hub for all."

**Julie Kent**  
CEO, NCPL

## Values

The Library promotes

- Adaptability
- Creativity
- Curiosity
- Diversity
- Equity

Strategic Priority 1:

### Expand our Reach

- Empower staff to engage with library users and partners, creating positive relationships and connections.
- Encourage community use and increase awareness of the Library as a space for enrichment and development.
- Increase partnerships with organizations, businesses, education institutions.

Strategic Priority 2:

### Adapt & Grow with the Community

- Ensure facilities, collections, and resources are accessible.
- Strengthen the focus on programming that is reflective of and supports a diverse range of users across the Norfolk community.
  - Initiate a process for sharing ideas or concerns with the library.

Strategic Priority 3:

### Culture & Community

- Ensure the workforce reflects the diversity of the community.
- Provide professional development opportunities to foster positive working relationships which support mental health and wellbeing.
- Leverage employee engagement and enrich the employee experience to directly contribute to the library's success.

Strategic Priority 4:

### Promote Digital Discovery

- Be responsive to rapidly changing technology and to the unique needs of the Norfolk County community.
- Engage and support the community with technology services.
- Align services and supports with the priorities of Norfolk County Strategic Plan and local businesses where possible and appropriate.