



STRATEGIC PLAN 2026 - 2031

MISSION STATEMENT

Northeast Georgia Regional Library System libraries strive to spark imaginations, create opportunities for life-long discovery, offer venues for sharing community experiences, and build collections, tools and teams to engage and connect our communities.

VALUES

- a. Spark the imagination: introducing new experiences and tools that expand one's perspective
- b. Life-long learning and discovery: creating opportunities to build a love of knowledge for all ages
- c. Commons: shared experiences in a community gathering space
- d. Responsive service: building collections, tools, and teams to engage and connect our communities

GOAL 1: Deliver library services that inspire lifelong learning and are responsive to the cultural, educational, and social needs of all community members.

Strategies:

1. Expand Language Access

- Provide multilingual resources, services, and translation support by leveraging community expertise and partnerships.

2. Increase Access through Extended Hours

- Explore options for longer library hours and improved access to meeting spaces, including after-hours availability.

3. Improve Transportation Accessibility

- Partner with community organizations, care facilities, and service providers to reduce transportation barriers and increase access to library services.

GOAL 2: Utilize and strengthen computer and technology resources to expand access to information, learning, and connection.

Strategies:

1. Build Digital and Technology Literacy

- Offer programs that strengthen patrons' digital skills, including AI literacy.

- Recruit and engage community volunteers to lead classes on tools such as Google Docs, Canva, and other emerging technologies.

2. **Expand Internet Access**

- Increase the availability of mobile Wi-Fi hotspots to expand access for under-served and rural communities.

3. **Enhance Accessibility of Online Resources**

- Update the library's website and digital platforms to meet ADA standards and improve usability for patrons with disabilities.
- Provide public computers equipped with accessible software and adaptive hardware, such as large-print and high-contrast keyboards.

GOAL 3: *Strengthen library marketing efforts to increase community awareness and engagement.*

Strategies:

1. **Expand Traditional Media Outreach**

- Advertise library programs and services through local newspapers and radio stations, and participate in community radio programs to reach a broader audience.

2. **Leverage Community Partnerships**

- Cross-promote library events through local organizations and facilities, such as senior centers, animal shelters, and colleges.
- Share library news and event information through newsletters, announcements, and other outreach channels offered by Friends of the Library, schools, civic groups, academic institutions, and faith-based organizations.

3. **Increase Visibility at Community Events**

- Utilize the Bookmobile and other outreach tools at family-focused and community events to raise awareness of library resources.

4. **Enhance Digital Engagement**

- Promote library services through text messaging, email, and social media platforms (e.g., Snapchat, TikTok, X/Twitter).
- Use AI tools to create engaging, attention-grabbing videos and advertisements.
- Recruit college student volunteers to support social media content creation and promotion.

