



# Pioneer Library System

## Strategic Plan 2022-2024

### Mission, Vision, and Core Values

**Mission:** Offer member libraries the tools and services they need to reach their full potential.

**Vision:** Everyone has access to exceptional library services and learning opportunities through their local library.

**Core Values:** Collaboration, Community, and Access

### Strategic Area One: Create a Single OWWL Identity

**Purpose:** To strengthen the connection to our members and show a unified message to the communities we serve, the system will embark on a renaming project resulting in retiring the name ‘Pioneer Library System’ and moving forward with ‘OWWL Library System.’

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
File charter amendment to begin the renaming process to OWWL Library System.	Develop a style guide to define OWWL Library System communications.	Fine-tune system branding and integration with existing services.

### Strategic Area Two: Enhance Technology Systems

**Purpose:** In today’s digital ecosystem, up-to-date systems, security, affordability, and expertise are the key elements in providing libraries with the support they need.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
Redesign OWWL website and launch “@owwl.org” email addresses.	Email planning and possible migration.	
Library LTSP Linux upgrades.	Identify potential security issues across our System.	Implement critical security policies and procedures.
Upgrade “Prefab” member library website template.	Active Directory for staff computers, phase one.	Active Directory for staff computers, phase two.

## Strategic Area Three: Library Development

**Purpose:** Support leadership, inclusion, and education across our System.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
Develop a one-day symposium for small libraries held at the System in the summer of 2022.		Develop professional standards for library leadership and a plan to implement system-wide.
Establish a Diversity, Equity, and Inclusion Team to facilitate peer-to-peer conversations on DEI topics.	Implement DEI practices and educate member library staff on developing inclusive policies and procedures.	
Survey Trustees to determine the best method for offering Trustee Workshops.	Develop Trustee Workshops that satisfy Trustee Education requirements.	

## Strategic Area Four: Provide Seamless Access to Library Resources

**Purpose:** Provide residents of our region equitable access to library resources.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
Fund the development of a custom Android and iPhone Evergreen app for patrons.	Create core competency training for member library staff on System services.	

## Strategic Area Five: Outreach to Communities

**Purpose:** Create strong community partnerships through coordinated outreach.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
Launch Books by Mail pilot project for homebound individuals.		Evaluate Books by Mail and determine the next phase of the project.
Implement Early Literacy Projects: One Book, OWWL Kids; Backpack Program; Community Book Drops; Traveling StoryWalks; and Family Literacy Team.	Develop a project plan for the new Targeted Outreach Population, At-Risk Youth (Birth through 21 Years).	Focus on TASC preparation: sponsoring an in-person class at four libraries and offering TASC Academy online for all OWWL communities.
Implement Assistive Technologies grant program.	Develop a project plan for future ADA-related goals.	