

2025 Strategic Plan for Cuba Circulating Library



**Inspiring readers. Connecting community.
Creating opportunities. For all.**

The mission of the Cuba Circulating Library is to nurture lifelong learning, provide free and equal access to information and materials, and strengthen our community.



Cuba Circulating Library

This strategic plan outlines a comprehensive roadmap for strengthening Cuba Circulating Library's role as a vital community hub while adapting to modern library service expectations. The plan focuses on fostering community, expanding programs, supporting youth, and leveraging technology to better serve our community's diverse needs.

Mission: The mission of the Cuba Circulating Library is to nurture lifelong learning, provide free and equal access to information and materials, and strengthen our community.

Vision: Inspiring readers. Connecting community. Creating opportunities. For all.

Strategic Priorities, Goals & Objectives

Strategic Priority 1: Foster community connection and engagement

- Goal 1: Collaborate with area talent and maintain those connections
- Goal 2: Inspire people to connect more deeply by holding quarterly social events.

Strategic Priority 2: Expand the reach of the library

- Goal 1: Outreach to non-technology users
- Goal 2: Reach underserved populations within our service area

Strategic Priority 3: Support youth success

- Goal 1: Increase teen programming
- Goal 2: Provide drug use education/resources

Strategic Priority 4: Increase awareness of library resources

- Goal 1: Create welcome packet
- Goal 2: Improve marketing

Strategic Priority 5: Strengthen economic opportunity through digital literacy and career resources

- Goal 1: Collaborate with area businesses and organizations to highlight job opportunities in our area
- Goal 2: Integrate digital literacy programs into the core services of the library.

Strategic Priority 6: Maintain and grow library resources

- Goal 1: Maintain a safe, welcoming, and well-functioning facility that reflects the library's commitment to excellence and enhances the visitor experience
- Goal 2: Secure the library's future by growing the endowment, supporting the Friends, and prioritizing competitive staff compensation.

This strategic plan was developed by staff members and trustees of the Cuba Circulating Library and representatives of Friends of the Cuba Library, inc. Additional community input was obtained through a public survey, as well as conversations with community leaders and organizations.

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