



**MADISON COUNTY
NORTH CAROLINA
PUBLIC LIBRARIES**

LIBRARIES

SUPPORT

EDUCATE

IMPACT

ENGAGE

EXCITE

SHARE

INSPIRE

EXPLORE

INVENT

TRANSFORM



Strategic Plan 2016 - 2021

Mission Statement

Madison County Public Libraries add quality to people's lives through promoting literacy, supporting life-long learning, and connecting community.



Vision Statement

Madison County Public Libraries embrace the rich heritage and vibrant future of our community. We create opportunities to participate, connect and discover by:

- Encouraging lifelong learning
- Responding to the needs of our diverse community
- Ensuring freedom of access to information
- Offering space for people and ideas to come together
- Providing materials and programs that entertain and inspire
- Serving as a resource that fosters community connections to the heritage of the past, the opportunities of the present, and the possibilities of the future.



Introduction

Libraries are changing. Originally designed for solitary pursuits, they are now centers of activity. Whether connecting people with resources or with one another, the library has moved beyond a whispered book repository and become a community hub committed to lifelong learning and collaboration. Today users are exploring an expanding world of ideas, discovering new skills, investigating new fields of knowledge-even learning new languages.



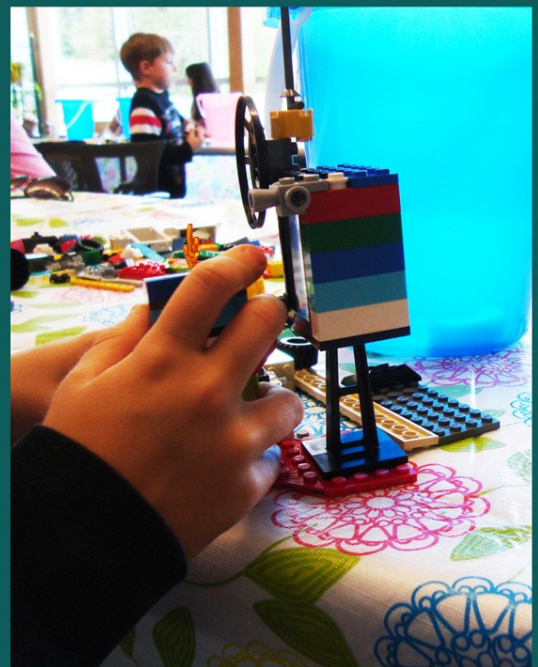
The Madison County Public Libraries provide opportunities for community members to connect and collaborate – both with one another and the world. We help members in their quest not only to learn, but to create knowledge. Along the way we have grown to be a resource for finding jobs, earning a high school equivalency diploma, and sharing special interests with like-minded enthusiasts. While Madison County Public Libraries continue to provide access to a wealth of books for educational and recreational reading, we also support the community through a myriad of programming for children, teens, adults, and seniors. The Madison County Public Libraries truly touch the lives of our community.



People

The Madison County Public Libraries are a hub of civic engagement, fostering new relationships and strengthening the human capital of the community.

- **Goal:** Children and Teens: Advance literacy and academic performance by engaging children and teens in reading and interactive literacy-based activities throughout the year.



- **Goal:** Adults and Senior Adults: Library patrons will have an expanding array of relevant programs, services, and materials related to exploring their interests, increasing their knowledge, and meeting their recreational and cultural needs.



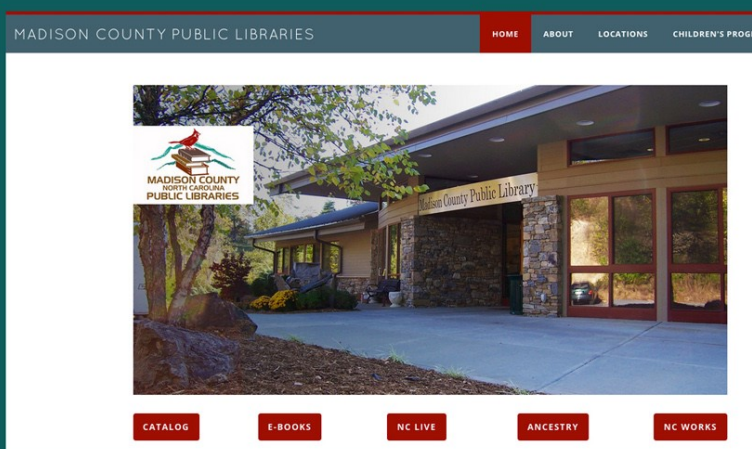
- **Goal:** Adult Literacy: In collaboration with community partners, the library will develop a literacy partnership to promote and build literacy as well as lifelong learning skills throughout the community.



Place

The Madison County Public Libraries are a welcoming space for a wide range of purposes: reading, communicating, learning, and playing. Its physical presence provides an anchor for economic development and strengthens social bonds and community identity.

- **Goal:** Library patrons will enjoy a safe, accessible, user-friendly, and welcoming environment.
- **Goal:** Be a visible and engaged presence in the community through cost-effective marketing strategies that advertise information about library programs, activities, and services to the community.
- **Goal:** Library patrons will have outstanding user experiences provided by well-trained and adequately compensated staff.



Platform

The Madison County Public Libraries are user-centered and provide opportunities for individuals and the community to gain access to a variety of tools and resources with which to discover and create new knowledge.

- **Goal:** Library patrons will have access to and instruction on digital resources that help develop skills that will connect, inspire, and engage them in our technology-driven world.
- **Goal:** Workforce Development: In collaboration with NC Works and other area partners, the Library will provide workforce development workshops and one-on-one instruction to community members.
- **Goal:** In partnership with the Madison County Public Schools (MCPS), the library will provide access to electronic materials through an e-library card to students.

