

Cloquet Public Library 2022-2025 Strategic Plan

Adopted by the Library Board:

March 29, 2022



Introduction

Every three years, the Cloquet Public Library undertakes a strategic planning process that enables the Library to assess itself and determine how to best serve the community's evolving needs. This document shares details regarding specific planning activities, community feedback received, and the resulting strategy developed for fiscal years 2022-2024.

What We Did

The planning process for this survey included a meeting with the library board to review the 2018-2021 Strategic Plan, a survey distributed at two separate events to gain public input, and a consultation with library staff to review the goals and needs within the library.

Statement of Organizational Values

Mission: The Cloquet Public Library contributes to a democratic and engaged community by providing a welcoming space, stimulating imagination, and supporting children's literacy.

We believe the Cloquet Public Library is an essential community information and social resource. We value:

- **Literacy** as essential to continued acquisition of education and skills and the basis for lifelong enjoyment, learning, growth, and satisfaction.
- **An open, welcoming environment** that is clean, safe, barrier free, and equally accessible to people of all ages and cultures, with courteous and helpful staff who work together to make the library experience positive and valuable.
- **Relevance** – The library will continually assess its offerings, seek public input, and research current trends to provide services, materials, and resources that align with the current needs of the community.
- **Community ownership** – Community members will be proud of their library and promote its use and appropriate funding to ensure a continued high standard of service. This community includes the tribal land of the Fond du Lac Band of Lake Superior Ojibwe.

Strategic Goals

Goal 1: Improve Communication to the Public

Goal 2: Promote Cultural Literacy

Goal 3: Assist Patrons in Navigating the Digital World

Goal 4: Increase Programming

Goals and Objectives

Goal 1: Improve Communication to the Public

PROGRESS INDICATORS

- Continuing using and evaluating communication outlets including: Pine Knot, Pine Journal, Facebook, YouTube, Cat7, internal and external posters and displays, enhanced email, and newsletters
- Library Staff will engage in community events such as Senior Appreciation Day, 4th of July, Home for the Holidays, West End Flourish, and other community events
- Library Staff will seek out opportunities to attend or participate in local organizations such as Sons of Norway, Chamber of Commerce, and other groups

Goal 2: Promote Cultural Literacy

PROGRESS INDICATORS

- Review collection for cultural diversity and continue to offer the best print and digital resources that represent the community's culture and language
- Provide programming for both children and adults that reflects the community's culture and language
- Actively seek opportunities to establish relationships with individuals and organizations that represent under-served cultures in the community
- Provide displays that reflect the community's diverse culture
- Actively seek grant to convert newspapers from microfiche/microfilm to digital with Minnesota Historical society

Goal 3: Assist Patrons in Navigating the Digital World

PROGRESS INDICATORS

- Provide at least four programs for adults and children that include technology, such as petting zoo, digital broadcasting camp, senior phone day, etc.
- Work with Cloquet Community Education to host Saturday morning tech help with high school students
- Provide in-house assistance with phones, e-readers, and computer as time and need allows

Goal 4: Increased Programing for All Ages

- Provide one musical program for all ages
- Provide one in-house art/craft program for teens
- Provide art/craft program specifically for elderly/disabled