Aspirations

• Community literacy
• Lifelong earning
• Empower citizens with needed resources they might not know about
• Serve the underserved
• Go out into the community
• Replace old mindset of what a library is
• Make use of social media
• Bridge the digital divide
• Literacy= ready to read
• More community engagement
• More job skills assistance
• More visitors
• Have discussions with patrons
• Libraries as “First Responders” for all sorts of needs
• Staff perceived as most important resource

Challenges

• Staffing
• Budgets
• How to advocate
• Political climate
• Honest communication
• How to form partnerships
• Finding a successful model of change
• Change is difficult
• People don’t know what resources are available
• We have competitors
• Active Programming
• Community Resources
• Technology
  • Time to teach
  • Time to Learn
• Mind set of public
• People are busy
• People want immediate gratification
• Officials see staff as the biggest expense, yet do not recognize that staff are also the most important

New Conditions Needed to Achieve Aspirations

• More partnerships
• Better funding
• Improved infrastructure
  • In buildings
  • And virtual
• Create change
• Stronger library presence at the community decision making table
• Use community indicators
  • Literacy rates
  • Computers in the home
• Awareness of community needs
• Need professional librarians, not just volunteers
• Better technology
• More advertising
• Sell the library
• Staff buy in to change
• Customer driven service
• Skilled person-to-person information transactions