

MISSION, VISION & VALUES

MISSION

The Duluth Public Library strengthens our community by promoting the love of reading and life-long discovery, helping ensure children are ready and excited to learn, offering robust connections to the digital world, and providing a creative and welcoming environment for all.

VISION

The Library is recognized throughout the community as an invaluable resource in providing reading, early literacy, lifelong learning, digital access, and creative and cultural materials and services.

VALUES

Customer Service –

We welcome people and treat them with friendliness and respect.

Access and Inclusion –

We work to ensure equal access for all. We build, foster, and maintain a climate that is inclusive.

Intellectual Freedom –

We provide information representing all points of view in books and other formats. We recognize each individual's right to access information. We respect the privacy of library users.

Community Service and Partnerships –

We provide resources and services to meet community needs. We partner with other organizations to leverage our local resources. We are a vital and indispensable part of our community.

Creativity and Innovation –

We support creativity in the workplace and work together to better serve the community. We use technology to increase access to information and to work more efficiently.

GOALS & STRATEGIES

GOAL 1: Prioritize Early Literacy Services and Resources to Increase the School Readiness of Duluth's Children

Strategies:

1. Work with the Mayor, City administration and Duluth schools to launch and implement a long-term campaign to improve school readiness, particularly in under-resourced households
2. Grow Library and city-wide funding for early literacy activities through a mix of private and public support
3. Advance, increase and promote partnerships with early literacy providers to enhance city-wide school readiness services and resources
4. As resources allow, increase the focus of staff, collections, facilities and other Library resources on early literacy and school readiness efforts

GOAL 2: Strengthen the Library's Capacity to Fulfill its Mission

Strategies:

1. Improve the Library's technology infrastructure to allow for 21st century digital and technology services to the community
2. Address the critical facilities issues, as outlined in the facilities plan, in order to increase access and use of library resources
3. Work with the Library Board, Foundation and Friends to develop an on-going, annual advocacy program to generate more public support in the long-term
4. Collaborate with the Foundation and Friends to maximize their annual financial support of the Library

GOAL 3: Shift the Library's Service Model to Increase Opportunities for Staff to Teach and Inspire Users

Strategies:

1. Advance the on-going implementation of a supported self-service model to increase use, and enhance the ability of staff to focus on targeted service goals
2. Working with staff teams, continue the review of current staff procedures and patterns to optimize customer service
3. Use new technologies and systems to allow staff to focus on direct user service

4. As facilities are upgraded, incorporate features to allow for increased and improved customer service
5. Work with the City administration to ensure better inter-departmental coordination of needed Library service delivery
6. Create a long-term staffing, professional development, and performance plan to incorporate expected changes in library service models

GOAL 4: Enhance Current Library Services to Better Serve Community Needs

Strategies:

1. Further improve teen and youth services, including spaces and program offerings, to increase engagement and learning
2. Explore new strategies to increase access, service, and resources for under-resourced households
3. Work with community partners to expand outreach to under-served senior populations
4. Continue re-balancing the collections to increase use and allow for improved information resources that meet community needs
5. Throughout its facilities, advance celebration of Duluth's diverse communities

GOAL 5: Raise Public Awareness of the Library to Increase Use of the Range of Services

Strategies:

1. Develop a staffing structure and budget to effectively support increased public awareness activities
2. Expand promotional, marketing and social media activities to increase use of Library services and resources
3. Coordinate promotional efforts with the Friends, Foundation and the City