



AUBURN
PUBLIC
LIBRARY

FY 2025 Addendum
to FY 2021 – FY 2024 Strategic Plan

Vision

The Auburn Public Library is the heart and mind of Auburn.

Mission

The Auburn Public Library inspires, enriches, and delights our residents with vital and valuable resources, services, and experiences.

Values

Equity, Diversity, and Inclusion

Welcoming all with respect and cordiality

Collaboration and Creativity

Working together to advance the community's vitality and welfare

Innovation

Anticipating and responding to community needs with leading-edge technology and stimulating programs

Professional Excellence and Integrity

Delivering the highest-quality confidential and nonjudgmental service

Lifelong Learning and Literacy

Providing access to relevant knowledge and useful information through diverse formats

Civic Engagement

Facilitating conversations, discussions, deliberations, and gatherings

FY 2025 Addendum to FY 2021-FY 2024 Strategic Plan

In FY 2025, the Auburn Public Library plans to focus on access to library resources, services, and experiences by improving the breadth and depth of print and digital resources, physical spaces, patron-driven acquisitions, and community outreach.

The FY 2025 Addendum to the FY 2021-FY 2024 Strategic Plan effectively makes the current plan a five-year plan and allows the Library to complete strategies from FY 2021-FY 2024 as well as address new needs related to the anticipated library branch.

Research methodology and key insights are retained from the FY 2021-FY 2024 Strategic Plan and utilized to inform areas of concentration for FY 2025.

Area of Focus: Access & Delivery

Strategy: Enhance the patron experience by reducing barriers to materials and services.

- Evaluate existing hours of operation and the feasibility of making the Library (unstaffed) accessible to patrons outside of business hours.
- Create multilingual video user guides to assist patrons in accessing the collection.
- Increase the convenience of holds placement, patron notifications, and item pickup and return.

Strategy: Assess patron technology needs and implement resources and services to address deficiencies.

- Evaluate feasibility of adding learning platform software for public use (e.g. LinkedIn Learning).

Strategy: Establish more usable spaces for learning, studying, collaborations, and public meetings.

- Evaluate policies and procedures for public meeting space management.
- Collaborate with OCM and the Library Board regarding policy adoption.
- Conduct staff training on new policies and procedures and customer service implications.

Area of Focus: Collections, Programs, & Outreach

Strategy: Expand breadth, depth, and diversity of patron-driven and inclusive physical and digital collections.

- Expand collection of popular titles and digital resources in languages other than English and for English language learners.
- Evaluate expanding unconventional collection of board games for outside/regular circulation.
- Evaluate adding video games to unconventional collection.
- Expand collection of materials for children.
- Expand business/legal resources collection.

Strategy: Expand breadth, depth, and diversity of relevant and needed programs and outreach initiatives.

- Expand schedule of technology classes held at the Library as well as offsite locations.
- Expand “APL on Location” outreach visits.

Area of Focus: Marketing & Communications

Strategy: Maximize effectiveness of existing marketing resources and explore the development of new assets and programs to raise public awareness of Library resources, programs, and services.

- Develop a targeted marketing program to promote patron-driven acquisitions.
- Make exterior signage more visible, intuitive, and inviting.