1. **Improve the Customer Experience in Our Physical & Digital Spaces**
   - Rebrand the library
   - Develop new website
   - Update wayfinding in the libraries
   - Focus on populations not currently using or as familiar with libraries

   **Measurement:** Door Count + Website Stats
   **Goal:** Increase by 20%

2. **Expand Places Where People Connect with the Library**
   - Further the SE location conversation
   - Launch Evie
   - Explore offsite programs with partners

   **Measurement:** Outreach Stats + New Cardholders
   **Goal:** Increase by 20%

3. **Develop & Expand Strategic Partnerships**
   - Define and update “partnership” conceptually and within policies
   - Create and implement tracking tools
   - Convene community partners to engage in larger community work

   **Measurement / Goal:** Tracking Tool & Baseline Established

4. **Build Opportunities for Staff Development & Engagement**
   - Create consistent onboarding process
   - Provide staff training opportunities
   - Further our EDI work
   - Develop opportunities for staff across the district to participate on committees, projects, programs
   - Implement the Comp Study

   **Measurement:** Staff Survey / Feedback
   **Goal:** 75% of Staff Participate and Self-Report Value

5. **Create and Implement Key Metrics & Tracking**
   - Align KPIs with Strategic Plan
   - Use data from existing sources to identify opportunities and inform decisions
   - Update job descriptions and competencies to align with Guiding Principles

   **Measurement:** Dashboard with KPIs Created
   **Goal:** Reported Monthly

6. **Uphold Intellectual Freedom & Democracy**
   - Update policies and procedures
   - Provide staff learning and discussion opportunities
   - Serve as a space to convene community and partnerships
   - Advocate for library values and principles

   **Measurement / Goal:** All Staff Participate in Training & Discussion; Host 4 Community Sessions

**Purpose:**
Align the work of the various departments, keep us focused, and create a framework for reporting on our goals to the Board.