



**Mission:** The mission of the Olean Public Library is to assist all people with their educational, informational, and recreational needs.

**Values:** The Olean public library is a cornerstone of community life, providing a venue to gather and connect to build a strong, sustainable, and livable community.

The Library is a core resource of the Olean community, providing access to highly qualified staff, services, and collections that meet the informational, recreational, social, and educational needs and interests of its residents. It recognizes the importance of brand communications and will consistently reflect a brand message of professionalism, inclusion, and respect for all its constituents.

The Library is committed to its role as the “People’s University,” advancing the educational aspirations of our community by offering programs and classes for people of all ages.

The Library will continue to be a leader in innovation by providing technological resources that meet the changing needs of the community.

As the Library is a steward of taxpayer monies, it endeavors to garner the maximum public good for Olean area residents in fulfillment of its mission.

### **Strategic Goals:**

- Address facility and capacity challenges to meet current and future needs.
- Develop new, sustainable revenue sources to support operational/programmatic growth.
- Cultivate and sustain strong community partnerships to increase the Library’s capacity and effectiveness in fulfilling its mission.

## Discussion Questions

1. Is there a need to update the Mission Statement?

RTS

2. Is the Values Statement still accurate? Any edits?

Add statement on brand importance – highlighted on page 1

3. Have the strategic goals been achieved? What progress has been made?  
Any new additions?

Considerable progress on Goal 1, but more to be done.

Goal 2 Continues to be a priority

Goal 3 from previous plan complete, added to Values Statement; New Goal on Partnerships

## Annual/Short-Term Objectives for each Strategic Goal

What “SMART” (Specific, Measurable, Achievable, Realistic/Relevant, and Timely/Time-bound) objectives can be established for each goal that moves OPL closer to goal achievement? Action Plan Template presented

## Identify facility/capacity challenges (Current v. Future) and how they are to be addressed.

Significant discussion on need for more and flexible space, addressing safety concerns, creating makerspace and additional tech resources, providing amenities expected from patrons (coffee/hospitality, gifts, charging stations), updating bathrooms, increasing space for children/teens, local history, Friends activities, large-group meetings, tutoring, group study, and online meetings. Also address image, façade, and overall ambience.

## New/diversified revenue sources to support operational/programmatic growth.

Engage Friends group, create gift/merchandise shop, initiate “Growing Together” campaign for funds and endowments to support operations and growth; consider fee-for-service or rentals for community events not associated with OPL. Increase collaboration with organizations with common goals (YMCA, Human Services Agencies, JCC, etc. )

**Brand Strength objectives (e.g. identify target audiences, create compelling messaging/stories, coordinate media/communications, create style/consistency guide, visual identity, confidence/leadership)** – consultants/staff collaborate on Brand Kit, Style Guide, etc.

