

Lawton Public Library

2023-2025 STRATEGIC PLAN

VISION STATEMENT: All people in our community value & use the Lawton Public Library.

MISSION STATEMENT: Provide opportunities to engage in life-long learning.

Provide Exceptional Customer Service	Strengthen Resources & Services	Adequately Address Physical Space Needs	Align with & Promote Community Initiatives
GOALS	GOALS	GOALS	GOALS
<ul style="list-style-type: none"> • Lawton Public Library will provide exceptional customer service to all individuals in the Library, on the phone, and through technology. • Individuals will be able to use resources whether in person or online. • The library will provide individualized and tailored services to better meet the needs of individuals. 	<ul style="list-style-type: none"> • Lawton Public Library will provide beneficial resources and services throughout the community for all ages and interests. • The Library will continuously obtain new books, e-books, and electronic services for information and the enjoyment of kids, teens, and adults. • Library employees will offer events both in the Library and outside the Library for all ages. • The Library will be technology forward and be a tech hub in the community. • The Library will provide unique and acclaimed family and local history resources. 	<ul style="list-style-type: none"> • Lawton Public Library will provide comfortable, safe, clean public places for individuals and groups. • The Library will continuously strive to improve the physical spaces in and around its two locations and explore the most beneficial ways to accommodate the public. 	<ul style="list-style-type: none"> • Lawton Public Library will promote its mission and vision to the community. • The Library will continue to assess and expand its services and resources to better serve all people in our community and provide opportunities to engage in life-long learning. • The Library will be a key player in economic growth in the community.

OUTCOMES	OUTCOMES	OUTCOMES	OUTCOMES
<ul style="list-style-type: none"> • Staff will follow the Customer Service Expectations Policy. • The Library will work with the City to accept credit cards at the desk and online. • The Library will continue to find ways to provide proactive reference service. • The Library will promote curbside services. • The Library will continue to explore ways to offer choices in how to engage with the Library. 	<ul style="list-style-type: none"> • Library staff will look for ways to provide resources and services to marginalized groups within the community. • The Library will offer classes and events on a variety of educational (including incorporating STEM) and enriching topics. • The Library will promote reading literacy, financial literacy, technology literacy, and health literacy. • The Library will create handouts about local history. • Library staff will continue to seek out grant funding to develop and sustain services. • Library staff will develop instructional videos, how to guides, podcasts, etc. 	<ul style="list-style-type: none"> • The Library will work towards building a new board room. • The Library will work towards building at least three two-person study rooms. • The Library will work to implement the recommendations of the Ceiling Study. • The Library will explore options for creating a dedicated Children’s Story Time space. • The Library will continue to advocate for security officers in the Library. • The Library will work on getting new windows for the branch Library. • The Library will explore opportunities for a local history branch Library. • Library staff will explore green and energy-saving initiatives as appropriate. 	<ul style="list-style-type: none"> • The Library Director will create a needs assessment of community stakeholders on Library needs. • Library staff will build coalitions and partnerships with community members, organizations, and businesses, especially educational, social service, and community-based initiatives. • Library employees will help develop online, in-person and outreach promotions throughout the year. • Library staff will evaluate activities for improvement. • The Library will support the Lawton Adult Literacy Center.