

STRATEGIC PLAN 2025-2027

MISSION

To enhance the quality of life in Durham by providing open access to ideas and information, encouraging exploration and learning for people of all ages, and supporting cultural enrichment.

VISION

To establish the library as a vibrant center of the community, where lifelong learning, discovery, and cultural engagement thrive.

1

Priority 1: Community Connections

The Library strives to be the heart of Durham supporting and strengthening the community by fostering social cohesion and cultivating opportunities for Durham residents to come together through shared spaces, resources, programs, and events that inform, educate, and entertain.

2

Priority 2: Access for All

The Library will provide access to information resources for all, providing a welcoming and safe physical and digital environment.

3

Priority 3: Communication & Marketing of Services

The library will actively promote and communicate its services and resources using multiple tools and platforms. This approach will help expand its reach, strengthen community ties, and enhance its role as a vital public resource. By doing so, the library will fulfill its mission in the digital age, remaining relevant and essential to all members of the community.

4

Priority 4: Focus on the Future

The Library will continue to expand and enhance its ability to provide a wide range of evolving services that meet the needs of the community.





1

Priority 1: Community Connections

Strengthen community engagement by fostering spaces for civic discourse and connection, encouraging staff to build partnerships that expand outreach, and upholding its trusted, non-partisan role by providing balanced and reliable information that represents diverse perspectives.

OUTCOME

The library becomes a central hub for meaningful community conversations, strengthens relationships across sectors, and remains a trusted, inclusive resource that reflects diverse perspectives and supports informed civic engagement..

STRATEGY

Foster community engagement by creating spaces for civic discourse, building partnerships that expand outreach, and maintaining the library's trusted role as a non-partisan source of reliable information.



2

Priority 2: Access for All

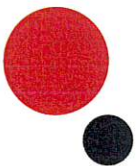
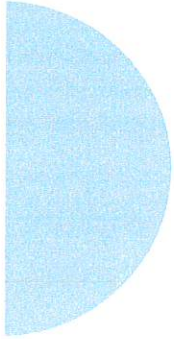
The library seeks to connect with underserved populations, remove access barriers, engage non-users, and promote resource exploration while providing a safe, welcoming space for all community members, organizations, and Town Departments.

OUTCOME

The library becomes an inclusive hub where all individuals feel welcome, have equitable access to resources, and actively engage with services, fostering stronger community connections and collaboration.

STRATEGY

Expand access and engagement by removing barriers, connecting with underserved populations, engaging non-users, and promoting the library as a welcoming civic space for community members, organizations, and Town Departments.





3

Priority 3 Communication & Marketing of Services

The library will enhance awareness and usage of its resources by leveraging modern marketing tools, expanding physical and digital collections based on community needs, and promoting literacy and lifelong learning through strategic collection development.

OUTCOME

Greater community awareness and usage of library resources, with well-curated collections that support lifelong learning, reflect patron interests, and ensure access to relevant physical and digital materials.

STRATEGY

Increase awareness and engagement with library resources by utilizing modern marketing tools, expanding collections based on community needs, and promoting literacy and lifelong learning through strategic collection development.



4

Priority 4: Focused on the Future

The library expands 21st-century literacy services, explores innovative service delivery, secures sustainable funding, and trains skilled staff to ensure high-quality, evolving services that meet community needs.

OUTCOME The library remains a dynamic, forward-thinking institution that meets evolving community needs through diverse literacy programs, innovative service models, financial sustainability, and a highly trained, service-oriented staff.

STRATEGIES

Expand and enhance 21st-century literacy services, explore innovative service delivery methods, secure sustainable funding, and invest in skilled staff to ensure high-quality library services.

