

## Mission

**Inspire Knowledge,  
Connect Community,  
Enrich our World, Read!**

## Vision

**A vital involved and  
evolving community  
resource, meeting the  
life-long learning and  
enjoyment needs of our  
citizens.**



**PICKERINGTON  
PUBLIC LIBRARY**

[pickeringtonlibrary.org](http://pickeringtonlibrary.org)

## Strategy

**Identify our  
Stakeholders**



Provide rich descriptions of group characteristics in order to make intelligent business decisions

**Identify the needs  
and desires of  
Stakeholders**



The community feels they are Pickerington Public Library's number 1 priority

**Prioritize Stakeholder  
Needs**



Focus on appealing, useful, meaningful in-person and online services and resources

**Market Programs and  
Services**



Reach stakeholders effectively

**Evaluate and Analyze  
Data Continuously**



Establish baselines, measure performance, and apply findings to programs and service design