

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

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