

**Lake Agassiz Regional Library**

**Mission: Enrich Lives and Strengthen Communities**

**Focus Areas: Workforce and Economic Development, Education and Equity**

**Goal 1: Regional Access (Services)**

Improve access and remove barriers to use of regionwide resources and services for all residents, while adapting to changing demographics.

**Strategies:**

- Evaluate and enhance services aligning with the LARL Focus Areas.
- Evaluate and enhance services promoting digital inclusion.
- Identify and establish outreach opportunities to reach underserved residents.
- Establish and provide the necessary tools/training for staff to efficiently and effectively provide services.

**Goal 2: Enhance the User Experience (Programming)**

Review and foster programming, services, and partnerships regionwide, striving for appropriateness, effectiveness and quality, incorporating programming focused on Workforce and Economic Development, Education and Equity.

**Strategies:**

- Implement processes for creating meaningful and purposeful programming.
- Evaluate current programming offerings for effectiveness and community interest.
- Establish community partnerships to ensure quality programming offered by experts.
- Establish and provide the necessary tools/training for staff to efficiently and effectively offer programming in their community.

**Goal 3: Increase Organizational Visibility and Public Awareness (Marketing)**

Establish the reputation of each location as a center of the community and raise the visibility of all libraries to promote the value of LARL.

**Strategies:**

- Develop a strategy/plan to establish key marketing opportunities across the region.
- Develop a robust relationship between staff and the local media to enhance public awareness.
- Increase library/regional presence in each community through strategic partnerships with key community partners.
- Establish and provide the necessary tools for staff to efficiently and effectively promote programs and services in their community.