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.

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