



Neuse Regional Library System Strategic Plan 2019-2024

Inspiring Creativity. Fostering Learning. Engaging Community.



Vision Statement

The Neuse Regional Library System enriches lives by inspiring creativity, fostering learning, and engaging community.

Mission Statement

The Neuse Regional Library System will be a center for community connections that provides evolving technologies, programming, and services to meet 21st century literacy needs, while making accessible a collection that is as diverse and intergenerational as the people of Lenoir, Jones and Greene Counties.



Inspiring Creativity

Create smart spaces in or around the library where community members engage in active learning and strengthen social connections.

- Objective: Thoughtfully utilize existing library spaces and actively plan for future spaces that will appeal to all demographics.
- Objective: Create aesthetically pleasing, interactive outside environments for every Neuse Regional Library location.

Develop culturally diverse programming that attracts and engages the entire community.

- Objective: Develop tools to identify and connect with our creative community in order to present intergenerational programming that promotes social experience and growth.
- Objective: Continuously evaluate programs using outcome measurements to adjust and implement plans for successful future programming.

Provide innovative technologies to stimulate future paths to success for generations to come.

- Objective: Remain aware of current trends and consistently implement fiscally conscious updates throughout the region.
- Objective: Continue to offer services that involve new technologies and provide demonstrations of library technology as part of library programming.



Fostering Learning

Create alternative pathways to learning that focus on 21st century literacy and workforce development skills, which in turn foster economic growth and improved quality of life in our communities.

- Objective: Provide instructional programming to increase 21st century literacy utilizing staff expertise and strategic partnerships.
- Objective: In order to have a more relevant impact, identify and create outreach initiatives to address occupational and educational needs as well as future growth opportunities in the community.

Implement access without restrictions to diverse collections, resources, and services for all community members in a safe environment.

- Objective: Ensure policy and procedures encourage maximum inclusivity and equal access to library resources.
- Objective: Increase outreach to include members of the population who have been previously unreached.

Cultivate leadership and staff development through participation in community and professional outreach.

- Objective: Create Individual Development Plans and generate pathways for career advancement.
- Objective: Provide staff the tools and time necessary to achieve success in an evolving working environment.



Engaging Community

Tell the library's story through effective marketing to demonstrate the library's value and impact within the community.

- Objective: Establish a focused rebranding campaign in order to increase awareness of the various opportunities made available through the library.
- Objective: Develop testimonials utilizing multiple platforms to demonstrate the library's impact on individuals and the community.

Develop and maintain productive partnerships in order to identify and enhance community values.

- Objective: Consistently collaborate with educational institutions to enhance curricula and increase achievement opportunities for students of all ages.
- Objective: Establish relationships with local governments, businesses, and other organizations to maximize service potential and encourage mutually beneficial community support.

Advocate for public and private funding support, and seek alternative funding sources.

- Objective: Engage local organizations and government entities to expand fundraising capabilities.
- Objective: Discover and pursue prospective grant sources, including all levels of government, foundations, and corporations, to supplement the Library's operational budget in order to fund innovative services and programs.