



LINDA SOKOL FRANCIS
BROOKFIELD LIBRARY

INFORM • INSPIRE • INNOVATE

STRATEGIC PLAN

2023 - 2026

Vision

Inform, Inspire, Innovate!

Mission

To be a leader in providing diverse cultural, educational, and information resources and opportunities for the community.

Diversity Statement

At the Linda Sokol Francis Brookfield Library, we value equity, diversity and inclusion which in turn powers an innovative culture. Excellent service is at the core of what we deliver to the Brookfield community. Integral to our mission is an inclusive workforce driven to help create welcoming collections, classes and events, and spaces for all.

Goal 1

Strengthen the Library's identity as a cultural, educational, and informational destination.

Goal 2

Leverage the Library's existing marketing reach to connect with targeted audiences.

Goal 3

Explore new and deepened community partnerships.

Goal 4

Continue the Library's work to serve its diverse community by promoting an inclusive environment.



Goal 1 **Strengthen the Library's identity as a cultural, educational, and informational destination.**

Outcome *The Library will grow its service to the Brookfield community.*

Strategies

- Serve as the chief resource for Brookfield residents to learn about technology.
- Promote and enhance Maker Studio opportunities.
- Increase opportunities to use the Library outdoors.
- Collaborate with the library foundation to host arts and culture classes and events.
- Consider long-term vision to potentially expand and minimize barriers to access library service.

Goal 2 **Leverage the Library's existing marketing reach to connect with targeted audiences.**

Outcome *The Library is a well-known community resource, offering opportunity for every Brookfield resident.*

Strategies

- Re-examine how we advertise and develop targeted communication tools.
- Use the new book bike as a non-traditional method of promoting the Library.
- Increase in-person advertising opportunities.
- Identify and pursue ways to increase the accessibility of the Library's marketing materials.
- Pursue opportunities to create hands-on experiences outside the Library.



Goal 3 Explore new and deepened community partnerships.

Outcome *The Library is a visible and connected resource that enriches the Brookfield community.*

Strategies Identify a comprehensive list of community organizations with which the Library partners.

Explore how the Library can use these partnerships to reach underrepresented communities, support community initiatives, and emphasize that the Library's resources belong to the community.

Champion local artists, musicians, authors, and chefs and showcase their crafts.

Increase capacity to build and coordinate collaborative relationships with local schools.

Goal 4 Continue the Library's work to serve its diverse community by promoting an inclusive environment.

Outcome *The Library provides equitable access to the Brookfield community.*

Strategies Regularly utilize demographic resources to maintain awareness of Brookfield's population.

Evaluate collections on a consistent basis to ensure representation and interests of the community.

Lead by example in promoting acceptance and diversity to encourage a welcoming environment for all.

Foster community diversity by developing an array of remote and in-person classes and events for all audiences.

Employ innovative professionals who have varied perspectives, experiences and ideas.
