

CASEY COUNTY PUBLIC LIBRARY

2026 – 2029

Strategic Plan



SUMMARY

This year marks 50 years that the Casey County Public Library has served as a cornerstone of learning, connection, and opportunity for our community. This Strategic Plan provides a roadmap for the future, guiding our efforts to meet the evolving needs of Casey County while remaining grounded in our commitment to service, accessibility, and lifelong learning. As we look ahead, we are dedicated to building our strengths, embracing new opportunities, and fostering meaningful connections that enrich the lives of our residents. Together, we will continue to ensure that the library remains a welcoming and vibrant resource for generations to come.

Mission Statement

To empower our patrons to imagine the possibilities, discover their potential, and connect with their community.

Vision Statement

A connected community that dreams big and discovers new possibilities.

Core Values



Community

We strengthen our community by serving as a hub for connection, belonging, and support.



Inclusion

We welcome and respect all people by embracing unique perspectives and experiences.



Collaboration

We partner with others to build meaningful relationships and achieve a greater impact together.



Opportunities

We empower our community by providing resources and experiences that inspire growth and discovery.

IMAGINE

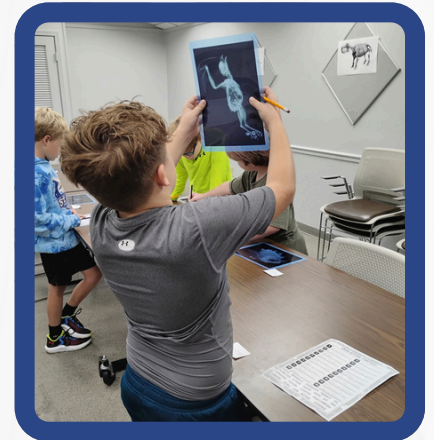
Inspiring potential through literacy, learning, and access to ideas

Our Goal: Advance Literacy and Lifelong Learning

To strengthen literacy and expand lifelong learning opportunities for all ages and abilities.

Possible Strategies:

- Expanding early literacy and kindergarten readiness initiatives
- Developing structured tutoring and academic support opportunities
- Increasing access to adult literacy, workforce readiness, and life skills education
- Providing targeted learning opportunities for older adults, including memory-focused and enrichment programming
- Developing and promoting lifelong learning resources
- Supporting self-directed learning through digital resources, workshops, and community education opportunities
- Strengthening partnerships with schools, educators, and learning organizations



Potential Results:

- Increased school readiness and early literacy engagement among families
- Expanded opportunities for workforce development, digital literacy, and life skills
- Older adults feeling more connected, engaged, and supported through targeted programming
- Greater awareness and use of lifelong learning resources and nontraditional collections
- Patrons of all ages viewing the library as a trusted center for personal growth and learning
- Expansion and development of new or underutilized collections, including a Library of Things
- Becoming a partner of choice for learning and development opportunities



IMAGINE

Inspiring potential through literacy, learning, and access to ideas

Our Goal: Inspire Exploration and Creativity

To encourage curiosity, creativity, and personal growth by creating opportunities for patrons to explore new interests, develop skills, and share ideas.

Possible Strategies:

- Developing new hands-on learning opportunities
- Offering programs that support creative pursuits
- Build a network of local experts to share skills and knowledge
- Expanding access to experiential resources and nontraditional collections
- Preserving and sharing local history through oral history initiatives and community storytelling
- Supporting opportunities for exploration across generations and experience levels



Potential Results:

- Increased opportunities for creative expression and hands-on learning, including a Makerspace and Purposeful Play educational tools
- Stronger community connections through shared hobbies, skills, and experiences
- Chances to express and share creative creations, including writing, arts, and crafts
- Expanded access to tools and resources that patrons may not otherwise have available
- Promoting the preservation of local history while fostering engagement with community stories
- A library culture that encourages experimentation, creativity, and lifelong curiosity
- Patrons discovering new interests, talents, and passions through library experiences



DISCOVER

Connecting people to resources, services, and opportunities

Our Goal: Strengthen Marketing and Engagement

To increase community awareness and engagement by improving communication, outreach, and promotion of library services.

Possible Strategies:

- Developing and implementing a cohesive marketing strategy across platforms
- Improving in-library promotion and wayfinding for services and resources
- Strengthening the library's digital presence, including website and social media engagement
- Increasing awareness and use of underutilized services
- Creating clear pathways for patrons to discover, request, and access resources
- Expanding outreach efforts to better connect with underserved audiences
- Sharing stories and data that demonstrate the library's community impact



Potential Results:

- Greater community awareness of library services, programs, and resources
- Increased engagement across digital and in-person platforms
- Improved patron understanding of available services and how to access them
- Higher usage of digital collections, technology resources, and nontraditional collections
- Stronger community connection to the library's mission, vision, and values
- More patrons discovering services they didn't know existed



DISCOVER

Connecting people to resources, services, and opportunities

Our Goal: Expand Resource Discovery and Access

To ensure patrons can easily find, access, and utilize library collections, services, and tools.

Possible Strategies:

- Improving the accessibility and organization of collections and physical spaces
- Expanding and promoting digital collections and online resources
- Digitizing and increasing access to local history and genealogical materials
- Enhancing technology access, reliability, and support for patrons
- Evaluating and adapting collections to reflect evolving community interests and needs
- Reducing barriers for patrons experiencing literacy, technology, or economic challenges
- Improving resource discovery tools and user experience both online and in-library



Potential Results:

- Easier navigation and improved access to collections and services
- Expanded digital inclusion and technology confidence among patrons
- Greater access to local history and archival materials
- Collections that better reflect community interests and needs
- Bridging gaps in literacy, technology, language, and economic access
- Increased use of digital resources, online tools, and accessible services



CONNECT

Building relationships,
community, and access
through shared experiences

Our Goal: Cultivate a Welcoming Community

To strengthen the library's role as a safe, welcoming, and vibrant space where all people feel connected, valued, and included.

Possible Strategies:

- Expanding social, recreational, and hobby-based programming
- Strengthening welcoming and inclusive patron experiences across all service areas
- Optimizing library spaces to support gathering, relaxation, collaboration, and community use
- Supporting intergenerational programming and shared experiences
- Encouraging opportunities for social connection and belonging
- Creating spaces and experiences that reflect the needs of the community



Potential Results:

- Increased feelings of belonging and connection among patrons
- More opportunities for community interaction and relationship building
- Welcoming spaces that support a wide variety of community needs and uses
- Expanded participation in recreational and community-centered programming
- Stronger intergenerational connections
- Patrons viewing the library as a trusted and welcoming gathering place



CONNECT

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Our Goal: Expand Access and Outreach

To remove barriers to access by improving service flexibility and meeting patrons where they are.

Possible Strategies:

- Expanding and strategically growing Bookmobile services and stops
- Increasing outreach to underserved, rural, and homebound populations
- Implementing Little Free Libraries and other distributed access points throughout the community
- Improving accessibility of connections, technology, facilities, and resources
- Delivering programs and services beyond library walls
- Exploring flexible and alternative service models to better meet community needs



Potential Results:

- Increased library access for rural and underserved populations
- More equitable access to books, technology, and educational resources
- Greater community awareness and use of outreach services
- Stronger connections with patrons who may face transportation or accessibility barriers
- Expanded visibility and presence of the library throughout the community
- More patrons engaging with library services outside traditional library spaces



CONNECT

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Our Goal: Strengthen Partnerships and Community Impact

To build and deepen local partnerships to connect patrons to existing resources and reinforce the library's role as a trusted community anchor.

Possible Strategies:

- Developing a formal partnership strategy and collaboration process
- Establishing a community liaison role or function
- Increasing collaboration with schools, workforce organizations, and community agencies
- Hosting partner-led programs, workshops, and services
- Expanding opportunities for volunteers, teen workers, Friends of the Library, and community involvement
- Delivering programs and services in partnership throughout the community
- Strengthening relationships with organizations that support education, health, workforce development, and quality of life



Potential Results:

- Stronger cooperation between the library and community organizations
- Expanded access to community resources and support services
- Increased opportunities for civic engagement and volunteerism
- More collaborative programming that reflects local needs and priorities
- Greater community recognition of the library as a trusted partner and connector
- Increased impact through shared expertise, resources, and relationships



CONNECT

Building relationships,
community, and access
through shared experiences

Our Goal: Build Organizational Capacity and Sustainability

To ensure the library has the staff, infrastructure, and resources required to sustainably meet the evolving needs of the community.

Possible Strategies:

- Improving staff development, communication, and organizational culture
- Expanding professional development and leadership opportunities
- Developing long-term financial, facility, and maintenance plans
- Implementing emergency preparedness and continuity planning strategies
- Enhancing operational consistency and service quality across the organization
- Evaluating staffing, workflows, and infrastructure to support future growth and sustainability



Potential Results:

- Increased staff confidence, consistency, and professional growth
- Improved sustainability of library services and operations
- Stronger organizational preparedness and adaptability
- Enhanced patron experiences through reliable and consistent service
- Facilities and infrastructure that better support community needs
- A resilient organization better positioned to respond to future opportunities and challenges

