

The Public Library of Cincinnati & Hamilton County
Strategic Plan
2011-2016

The people of Hamilton County will have access to relevant high-quality library and information services when and where those services are needed based on a thorough understanding of the diverse needs of the community.

The people of Hamilton County will be served by a public library that is flexible, responsive, innovative, and effective in meeting community needs.

The Library will achieve financial security by:

- Increasing loyal customers in the short-term
- Solidifying the lifetime customer base
- Reducing costs by embracing digital service delivery

The Library will advance the use of digital content by:

- Expanding the digital collection in all formats
- Incorporating digital content into all Library initiatives
- Introducing new technologies to our community

The Library will excel in customer service by:

- Making the Library convenient to use
- Exceeding customer expectations
- Providing a welcoming environment for all Library customers

The Library will become the first choice for information by:

- Providing a comprehensive collection of resources accessible in multiple formats
- Offering alternative means for staff to assist customers
- Establishing our credentials as the information experts

The Library will support literacy and lifelong learning by:

- Continuing education during out-of-school time
- Providing a variety of educational programs for our community
- Preparing children to succeed in kindergarten