



# OUR STRATEGIC PLAN

FY 2015-2020



CORE  
COMPONENTS

DEFINITION

**OUR VALUES**

**what**  
we believe

**OUR MISSION**

**why**  
we exist

**OUR VISION**

**how**  
we see the future

**OUR STRATEGIES**

**where**  
we will focus

**FEEDBACK LOOP**

**how**  
we stay on track

**KEYS TO SUCCESS**

**what**  
we need to do

OUR VALUES

what  
we believe

VALUE

DEFINITION

PASSION

We are fully engaged in day-to-day work.

INNOVATION

We take managed risks and learn from mistakes and failures.

EXCELLENCE

We deliver customer-focused services.



EXTERNAL: FOR OUR COMMUNITY

We bring people together and provide equitable and convenient access to resources, educational experiences and opportunities to enrich lives.



INTERNAL: FOR OUR STAFF

We provide customer-focused services.



EXTERNAL: FOR OUR COMMUNITY

*Library for a Lifetime*



INTERNAL: FOR OUR STAFF

*One Library*



MARKET STRATEGY

TARGET AUDIENCES

OUTCOME

DIGITAL SERVICES

Engage digital natives with state of the art digital services to create a connected library community.

FAMILIES WITH CHILDREN

PROFESSIONALS

Residents can access, interact and engage with library services anywhere, anytime, and can easily find what they're looking for.

YOUTH SUCCESS

Provide a range of reading, entertainment and learning resources.

FAMILIES WITH CHILDREN

Children have tools to become productive, self-sufficient citizens.

INCLUSION & ACCESS

Engage uniquely challenged populations individually, in small groups and communities.

SENIORS

INNER CITY SEGMENTS

DISABLED COMMUNITY

FAMILIES WITH SPECIAL NEEDS

HOMELESS

All people are connected to a healthy and thriving community.



MARKET  
STRATEGY

TARGET  
AUDIENCES

OUTCOME

## COMMUNITY LEADERSHIP & ENGAGEMENT

A leadership role and seat at the table guiding the evolution of Virginia Beach.

ALL SEGMENTS

An informed community of citizens and city leadership.

## CULTURAL ENRICHMENT & ENTERTAINMENT

Provide a range of reading, programming and technological resources to meet the educational needs of all segments.

ALL SEGMENTS

An inspired and enriched community.

## CAREER DEVELOPMENT

Provide a range of career resources for customers to prosper and contribute to Virginia Beach's economy.

FAMILIES WITH  
CHILDREN

PROFESSIONALS

An empowered and productive community.



STRATEGY

OUTCOME

**CUSTOMER RELATIONSHIP  
MANAGEMENT**

Manage a diverse and growing portfolio of customers tailored to each one's unique needs, interests and concerns.

Personalized  
customer services and  
communications.

**STRATEGIC BUDGETING**

Align annual budgeting for staff, facilities and materials to reflect annual service priorities.

An annual budget that reflects  
strategic priorities.

**INNOVATIVE SERVICE CULTURE**

Develop and implement a continuous process improvement program that values innovation and taking calculated risks.

Continual learning organization.

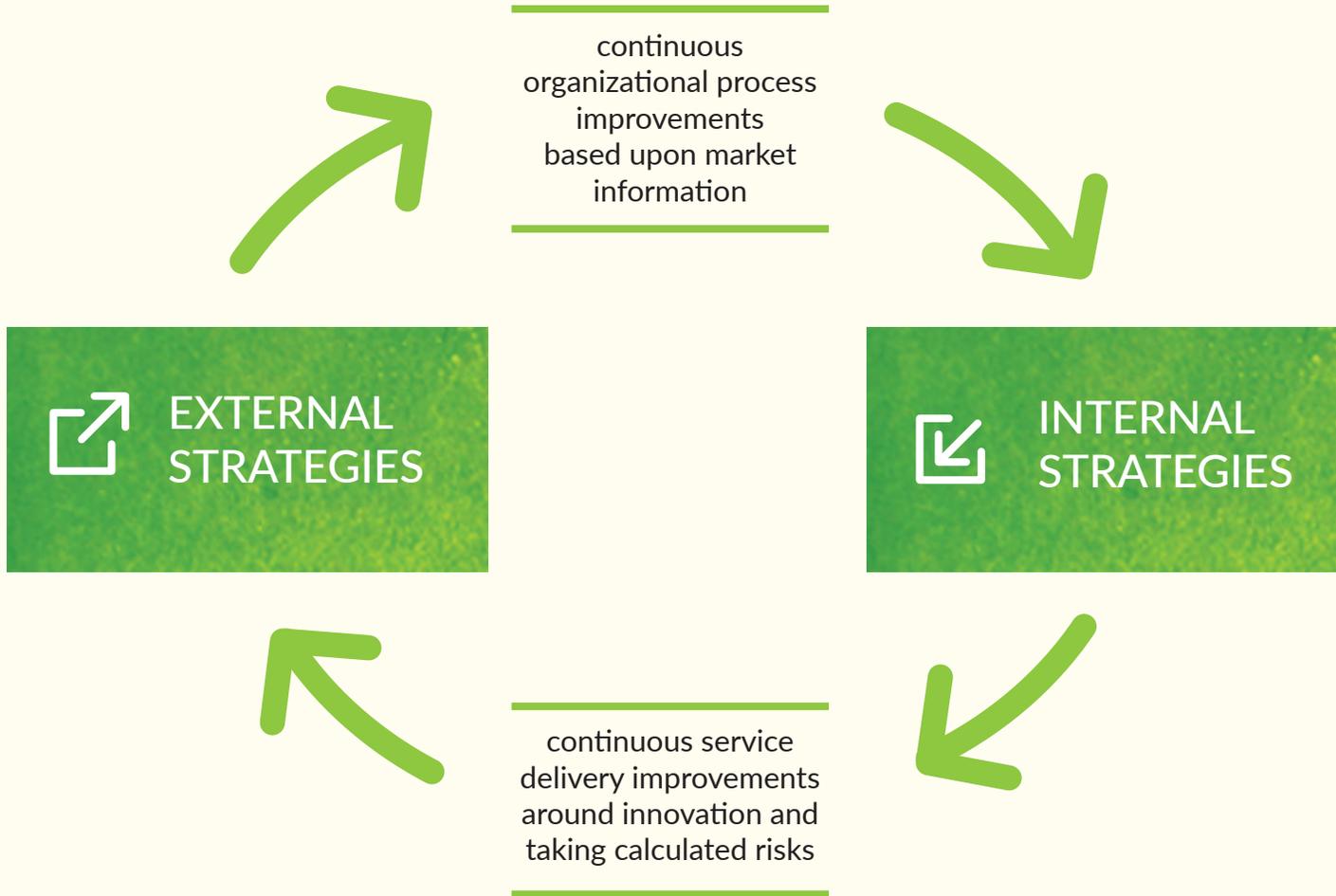
**GROWING LEADERS**

Develop an empowered staff that thrives in a constantly evolving environment.

A fearless staff that can lead from  
any level.

FEEDBACK LOOP

how  
we stay on track



KEYS TO SUCCESS

what  
we need to do

FOCUS

...on our customers.

INNOVATE

...relevant services to our community.

PARTNER

...with public, private & non-profit organizations.

COMPETE

...for people's time and attention.