Salem City Library

2026–2029 Strategic Plan

Mission

Why We Exist

Salem City Library exists to create a warm, welcoming space where every visitor feels at home. Through dedicated staff and volunteers, we combine learning, service, innovation, and meaningful social experiences to build a knowledgeable, connected, and engaged community.

Vision

Where We Are Going

Salem City Library will be a trusted neighborhood hub where people of all ages explore ideas, access emerging technologies, strengthen literacy, and build community. As Salem grows, the Library will continue evolving to meet changing needs while remaining a comfortable, friendly place for curiosity and lifelong learning.

Plan Development & Evaluation

This 2026–2029 Strategic Plan guides decisions about collections, programs, technology, and facilities for the next three years.

Progress will be monitored regularly by the Director and staff, with updates provided to the Board. The plan remains flexible to adapt to emerging needs, new technologies, and community growth.

Core Values & Strategic Priorities

Value 1: Exceptional Customer Experience

We believe every visitor should feel welcomed, respected, and supported.

Goals

1. Deliver service that leaves a lasting, positive impression.
2. Introduce services that improve convenience, access, and patron independence.

Key Initiatives

- RFID self check-out and check-in with RFID
- Mobile payment options through TLC-Go!
- Clear signage and accessible spaces
- Dementia-friendly service training

Expected Outcomes:

- Reduced wait times
- Increased patron independence
- Higher satisfaction and return visits

Value 2: Outstanding Communication & Promotion

Strong communication brings our mission to life.

Goals

1. Increase awareness of collections, programs, and services.
2. Create systems to actively listen to community feedback.
3. Strengthen internal communication among staff.

Key Initiatives

- Grow social media presence
- Promote digital resources (Libby, GALE, Mango, Public AI)
- Increase outreach to schools and local groups
- Establish structured patron feedback systems

Expected Outcomes:

- Increased program attendance
- Greater digital resource usage
- Stronger internal collaboration

Value 3: Integrated Community Involvement

The Library serves as a gathering place and community partner.

Goals

1. Support individuals with memory loss and caregivers.
2. Expand homebound and outreach services.
3. Strengthen partnerships with local organizations.

Key Initiatives

- Memory-friendly programming (music, art, story circles)
- Caregiver workshops and resource guides
- Homebound book and memory kit delivery
- America250 civic engagement programs
- Health literacy workshops
- Volunteer and service missionary partnerships

Expected Outcomes:

- Reduced isolation for seniors
- Increased civic participation
- Expanded volunteer engagement

Value 4: Focused Collections, Programs & Services

We provide relevant, inclusive, and responsive services.

Goals

1. Serve the diversity of our growing community.
2. Develop engaging programs for all ages.
3. Ensure collections reflect evolving needs.

4. Regularly assess materials and services.

Value 6: Strategic Service Priorities

Early Literacy & Youth Success

Aligned with Utah's statewide literacy vision:

- Expand storytimes and literacy activities (ages 0–12)
- Provide caregiver reading workshops
- Support third-grade reading proficiency
- Strengthen school partnerships
- Launch goal: Every Child in Salem Has a Library Card

Outcome: Stronger early reading outcomes and family engagement.

Teen & Adult Engagement

- Financial literacy and career workshops
- ESL conversation clubs
- Creative arts programs
- Movie nights and trivia events
- Gaming and teen social spaces
- Drop-in tech help

Senior Services

- Afternoon social hours
- Wellness and health workshops
- Large print and accessible collections
- One-on-one device support
- Tablet and hotspot lending

Digital Collection Growth

- Plan for annual digital circulation increases

- Expand Libby/OverDrive, Mango promotion
- Reduce wait times for high-demand titles
- Track usage and adjust budget accordingly
- Library of Things scheduling system

Value 7: Demonstrated Fiscal Responsibility

We steward resources wisely to sustain long-term impact.

Goals

1. Seek additional income sources and grant opportunities.
2. Plan for capital improvements and technology upgrades.

Financial Planning Areas

- Increased digital content licensing
- RFID infrastructure
- Library of Things management software
- Technology upgrades
- Facility improvements

Outcome: Data-driven budgeting aligned with usage trends.

Value 8: Well-Maintained & Inviting Facility

A welcoming environment supports learning and comfort.

Goals

1. Maintain a bright, accessible interior.
2. Create calm, focused workspaces.
3. Preserve a safe, attractive building.

Facility Priorities

- Replace fluorescent lighting with LED fixtures
- Install solid-core doors for noise reduction
- Add two staff workstations
- Install a StoryWalk® outdoor literacy feature

Expected Outcomes:

- Improved accessibility and comfort
- Energy savings
- Enhanced study and program environments

Value 9: Targeted Technology & Innovation

We embrace technology thoughtfully to expand opportunity.

Goals

1. Evaluate and introduce technologies that meet community needs.
2. Provide opportunities to explore AI and emerging tools.
3. Maintain reliable infrastructure for in-person and remote access.

Value 10: AI & Innovation Initiative

Salem City Library will serve as a trusted guide in navigating AI tools and digital technologies.

We Will:

- Provide equitable access to AI tools
- Offer workshops on responsible AI use
- Support creative AI programs (storytelling, digital art, coding)
- Facilitate discussions on AI ethics and privacy
- Explore platforms such as Replit, Midjourney, Suno, Edison, RunwayML, and Gamma

Outcome: Increased digital literacy and responsible technology use.

Value 11: Engaged & Educated Staff

Our staff are central to the Library's success.

Goals

1. Maintain knowledgeable, well-trained employees.
2. Encourage open internal communication.
3. Support professional development in emerging technologies and service models.

Focus Areas

- AI and digital literacy training
- Dementia-friendly service training
- Cross-department collaboration
- Clear internal communication systems

Outcome: Confident staff delivering high-quality service.

Strategic Growth Indicators (2026–2029)

To measure progress, the Library will monitor:

- Annual circulation growth
- Digital usage increases
- Program attendance trends
- Youth library card participation rates
- Social media engagement
- Patron satisfaction feedback
- Technology adoption rates

Conclusion

Salem City Library's 2026–2029 Strategic Plan reflects our commitment to literacy, innovation, fiscal responsibility, and community connection. By balancing warmth and forward-thinking technology, we will continue to serve as a vibrant hub where residents feel welcome every day.