The Community Vision

The following are examples of actual Community Vision Statements presented at planning sessions and from the Public Library Association’s handbook *The New Planning for Results*. The Community Vision Statement emphasizes the whole community not just your library. Your Library will play an important part in these visions and with this exercise you will help determine your Library’s role in accomplishing your community visions.

**Examples**

Create a center for the Arts and cultural events in the community: music; ballet; poetry slams; author readings.

Create a spearhead for community activities, a community focal point for education and learning.

Encourage an active evening education program for adults. Create opportunities for classes in ESL, GED preparation, citizenship, arts and crafts, career retraining, and cultural topics.

Create opportunities for teenagers after school, educational and cultural activities in an under-used public building or establish a teen center.

Afterschool enrichment programs for young children (with pick up/off transportation included).

Promote our town as a safe and welcoming community. Our community’s reputation is changed through improved publicity about resources and events in town.

The town common will be a well-lit and provide a safe enticing setting for evening concerts.

Maintain our town’s current positive image and character. The population’s diversity is preserved (ethnic, economic, lifestyle) without gentrification. Our past does not become fossilized. We are a great place to live!

Revitalize town meeting government. Explore options to make it more fun to be at town meetings and participate in them.

Establish, maintain, and publicize trails for, walking, hiking, biking, rollerblading, and the handicapped.

Our town becomes a place where civic involvement and volunteerism is common-place!
**Meeting Two**

**Setting Goals to Meet the Community’s Needs**

Community Visioning Exercise identifies the key community issues.

*How does the library fit in?*

**What are Goals, Objectives, and Activities?**

- **Goals** are long-range, broad, general statements describing a desired condition or future toward which the library will work.
- **Objectives** are short range and describe the results to be achieved
- An **activity** is a set of tasks that accomplish an objective.

**Goals should:**

- Describe an ideal condition or state that the library believes important.
- Be stated in a declarative sentence.
- Be free of library jargon.
- Be short, concise, and easily understood.
- Be stated in terms of what the public will receive.
- Provide a framework for objectives for the next three – five years.
- Emerge from what you know about your community.
- Be more specific than the vision statement.

**Goal Writing:**

Write a goal that is an intention, something you would like to work toward. This is not a description of what you are doing. It may relate to:

- Services, including programming
- Collections
- Staffing
- Fund raising
- Space
- Technology

**Examples:**

- Residents will have modern library facility that is welcoming and accessible to all.
- The Library is funded at a level that reflects the demographics, expectations, educational level, and service needs of the community.
- Library patrons of all ages have access to collections, activities, and events which foster personal growth and learning.
- Residents will be made aware of the services and resources that the library provides to assist them in their personal, work, or school lives.
- Library users will have access to the most current information technology.
- Library staff will be able to meet the changing and varied library service needs of residents.
- Residents will view the library as a community hub and a primary source of local information.