



Strategic Plan

2027-2032



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Our Mission & Vision



Our Mission Statement

The Craven-Pamlico Regional Library enriches, educates, and inspires our community by providing opportunities to gather, participate, create and engage.



Our Vision Statement

The Craven-Pamlico Regional Library is a collaborative hub where strong community partnerships empower every individual, from youngest to oldest, to explore, connect, and flourish across all stages of life.

Strategic Goal #1: Collection Development



The library collections will be evaluated, expanded, and maintained with relevance, community needs, and community interest in mind.

- Implement a systematic approach to collection management by conducting usage audits and full branch inventories every three to five years.
- Responsibly weed low-circulating materials per established guidelines to optimize space, relevance, and return on investment.
- Prioritize popular, new, and community-requested resources.
- Conduct a comprehensive cost analysis of the digital collection.
- Address circulation-driven gaps through the strategic acquisition of additional copies of high-demand titles.
- Strengthen partnerships with local educational institutions to better align resources with curriculum needs.
- Provide high-quality materials to support programs.



Strategic Goal #2: Outreach & Impact / Mobile Library Services



Service areas will be evaluated and data will be used to guide the mobile visits to the most effective and efficient locations to serve our local communities.

- Enhance marketing strategies to ensure community understanding and knowledge of accessible resources available to serve community members with limited mobility or transportation issues.
- Expand the mobile library's collection to better reflect the diverse needs of Craven-Pamlico residents of all ages and abilities.
- Develop and implement a comprehensive library outreach program by creating a detailed policy handbook.
- Deliver targeted staff training to strengthen team capacity in effectively managing outreach inquiries and initiatives.
- Forge strategic partnerships with nonprofit organizations to better serve residents in Craven and Pamlico Counties, and increase collaboration with local parks to strengthen community connections and outreach.
- Expand literacy outreach and book delivery services to better serve senior citizens.



Strategic Goal #3: Marketing & Communication



The library will improve communication so that residents are well informed about library resources and are provided access to current, relevant information.

- Partner with the Publicity Coordinator, local municipalities, and county departments to create an updated library marketing and communication plan.
- Secure a dedicated advertising budget.
- Ensure consistent, prominent featuring of the library on municipal websites and social media platforms.
- Strategically enhance community engagement and accessibility for Craven and Pamlico County residents by delivering inclusive, data-driven communications—including ADA-compliant website revisions.
- Implementing innovative, story-driven advertising campaigns compliant with CPRL IT and communication policies.



Strategic Goal #4: Spaces & Access



Each library branch will offer access to inviting, interesting, and accessible library spaces that foster enriching experiences and community engagement.

- Partner with Craven County in expanding and enhancing public library spaces across the region.
 - Cove City–Craven County Library expansion.
 - Development of a second library branch in New Bern.
 - Needed outdoor programming structure at the Vanceboro–Craven County Public Library.
 - Opportunities to meet expansion needs of the Havelock–Craven County Public Library to include dedicated meeting and program spaces.
- Improve directional signage by developing and displaying internal and external branch signage.
- Equip staff with training to effectively create and deliver services for vulnerable populations.
- Create dedicated, inviting areas and programming for teens.



Strategic Goal #5: Technology

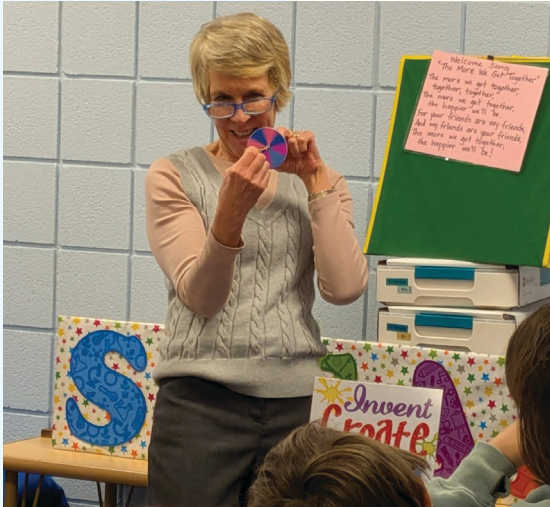


Technology needs will be evaluated and updated to ensure current standards are met and maintained in the ever-evolving technological infrastructure.

- Enhance the library's physical and digital infrastructure, user experiences, and operational efficiency.
- Refine reservation systems for meeting spaces.
- Implement additional RFID technology for streamlined self-service and staff reallocation to high-value activities.
- Conduct annual technology audits to optimize current systems and guide future innovations.



Strategic Goal #6: Programs & Services



Programs and services will be evaluated to ensure they are relevant to the needs of community members.

- Establish clear, measurable standards for all library programs; offering high-impact programs on multiple dates and times to maximize visibility and attendance.
- Promote local history, genealogy, and preservation.
- Increase adult and teen participation in the Summer Reading Program through targeted promotion and engagement.
- Gather direct feedback from local teens to inform innovative and relevant programming.
- Encourage participation among high school graduates and young adults through targeted program opportunities and marketing.
- Expand and enhance library programming to offer a broader range of topics and flexible program schedules with emphasis on STEAM opportunities and homeschool programs.

