



catawba county
library system
MAKING. LIVING. BETTER.

2026-2031 STRATEGIC PLAN



PREPARED BY
**LIBRARY
STRATEGIES**

LETTER FROM THE DIRECTOR

A strategic plan is a roadmap for the library. It helps us decide where we want to go over the next five years, what matters most to our community, and how we will use our resources to get there.

At Catawba County Library, the community is at the heart of everything we do. This plan was shaped by the voices of the people we serve. More than 1,000 residents shared their thoughts through surveys, focus groups, interviews, and feedback from local high school students. Their ideas helped us better understand what our community values most—from books and technology to programs, learning opportunities, and welcoming spaces to connect.

By setting clear goals, this plan helps us be responsible stewards of the public funds and resources entrusted to us. It guides our decisions, helps us focus on what matters most, and keeps us responsive as community needs change. In the end, this plan is both a practical guide and a shared commitment to sustaining and strengthening the library for the community it serves.

Thank you to our Library Board, the Strategic Planning Steering Committee, library staff, and the many community members who shared their ideas to help shape this plan.



Siobhan Loendorf,
Library Director



VISION & MISSION



VISION:

*We aspire to
empower lives and
build community.*

MISSION:

*We help Catawba
County **connect,**
explore, and **grow.***



2026-2031 GOAL AREAS

GOAL 1: Serve as a **community anchor** for a connected and thriving community.

Strategies:

- 1.1** Advance literacy, learning, and discovery by **connecting people of all ages with relevant, responsive collections, programs, and services** that inspire personal growth and help residents achieve their educational, recreational, and creative goals.
- 1.2** **Strengthen and sustain outreach partnerships** between the library and community organizations to reach new populations, provide culturally responsive services, and achieve shared goals.
- 1.3** Establish the library as an **economic development hub** with literacy, educational resources, programs, and partnerships for workforce development and small business growth.
- 1.4** Foster **community health and wellness** through strategic partnerships, dynamic programs, and services.
- 1.5** **Enhance outreach and marketing efforts** to community members who have limited awareness of or access to library services.



2026-2031 GOAL AREAS

GOAL 2: Activate dynamic, welcoming, and accessible spaces.

Strategies:

- 2.1 Develop a compelling vision and business case to support a **new Main Library** that includes innovative and engaging spaces to meet the needs of the community.
- 2.2 Strengthen **community resilience** by preparing library facilities to serve as trusted post-disaster resource hubs for information and recovery support.
- 2.3 Position the library as a **community center**, with spaces, programs, and services to encourage people of all backgrounds to connect, learn, and participate.

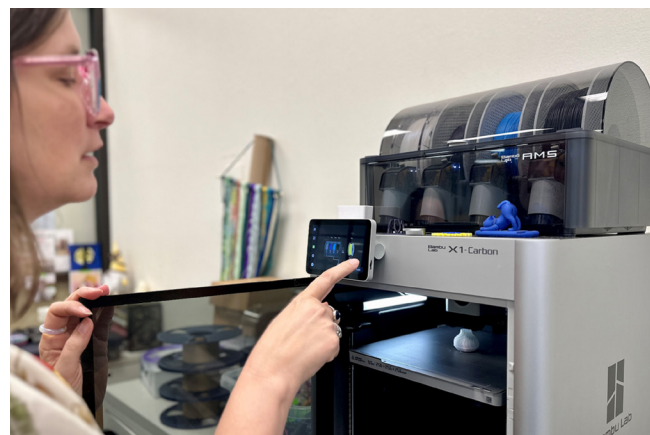


2026-2031 GOAL AREAS

GOAL 3: Ensure equitable access to **technology and digital resources**.

Strategies:

- 3.1** Maintain **excellence** in library technology while driving **innovation** for education, workforce development, business, and personal use, including Makerspace, Library of Things, and the library website.
- 3.2** Leverage emerging technologies, including artificial intelligence, to **bridge the digital divide** and **empower patrons** with the skills needed to safely navigate a rapidly changing workforce and information landscape.
- 3.3** Integrate the **digital literacy outreach program** into core library services.



2026-2031 GOAL AREAS

GOAL 4: Build a strong, adaptive organizational culture grounded in operational excellence, innovation, stewardship, and continuous improvement.

Strategies:

- 4.1** Ensure **system-wide consistency** and support all branches in achieving established outcomes via clear two-way communication and shared understanding of policies, guidelines, and service expectations.
- 4.2** Support **operational and individual excellence** through cross-training, professional development, leadership training, succession planning, and customer service training.
- 4.3** Grow **staff capacity** to support patron technology needs by providing ongoing training and learning opportunities that build confidence and proficiency in digital tools for education, workforce development, business, and personal use.
- 4.4** **Acknowledge and celebrate** staff and organizational excellence.



THANK YOU

We could not have created this roadmap without the help, support, and thoughtful contributions of the individuals listed below. Their time, effort, and dedication helped shape a meaningful strategic plan that will guide the library system over the next five years. We are deeply grateful to the members of the Library Board and the Strategic Planning Steering Committee for their commitment to the future of our libraries and our community.

Library Board of Trustees

Pam Cansler
Carmen Isenhower
Jeanne Lebens
Katie Perkins
Donna Reece
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Morgan Williams

Strategic Plan Steering Committee

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