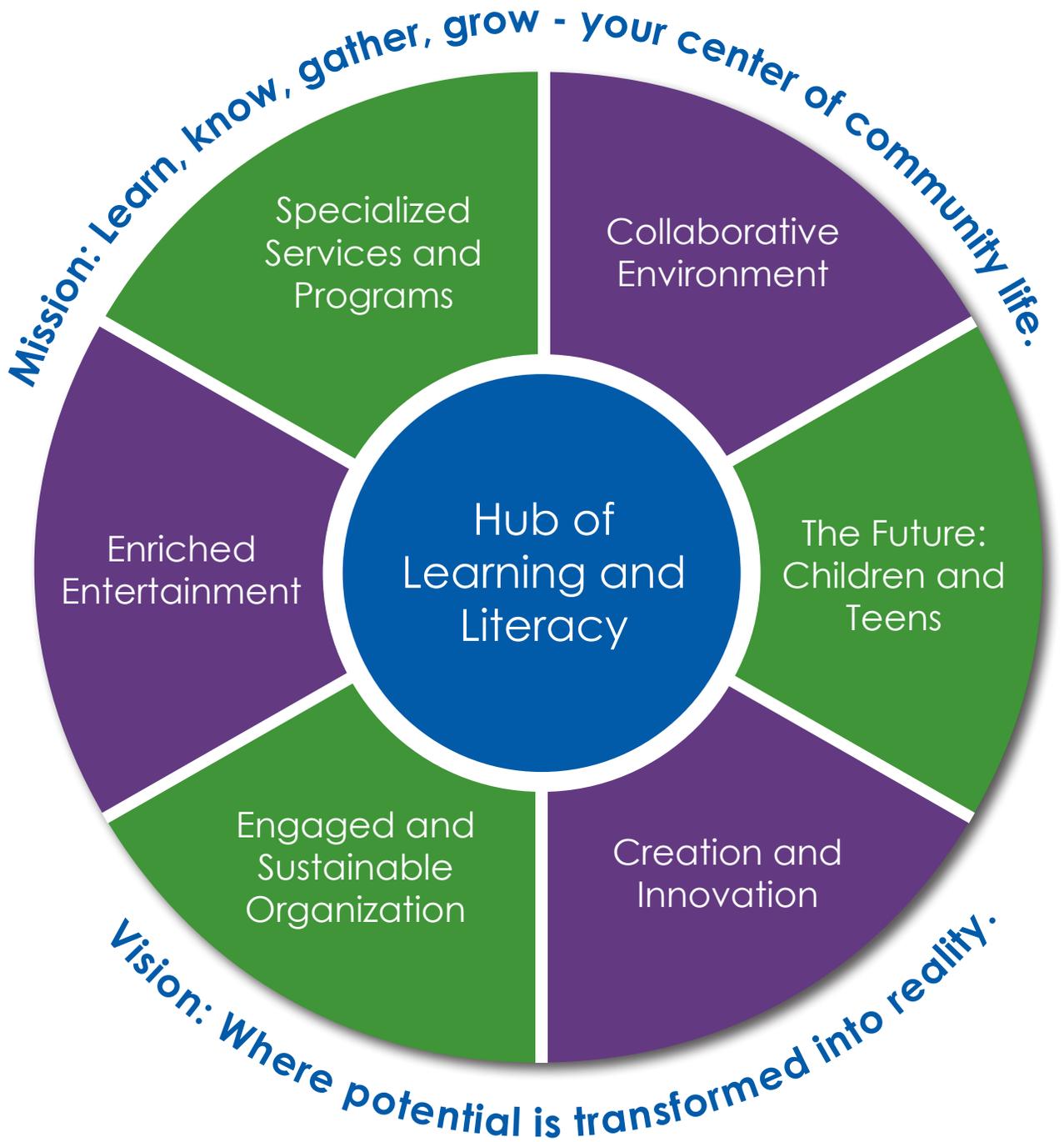


# APL Strategic Plan

Our strategic plan is a community-centered project, designed to create a successful path for the Appleton Public Library's future. This path is built upon the past achievements of the library, which includes providing over \$24 million worth of programs and services to the community in 2014, with a public service return on investment of \$5.95.



## Hub of Learning and Literacy

We connect our community with opportunities for growth, self-instruction and inquiry. We recognize reading as the heart of the library's mission and also expand beyond it to offer our community additional ways to improve and develop.

## Collaborative Environment

We celebrate our diverse community, serving as a place where understanding can grow. We work with many partners, allowing our entire community to benefit from shared knowledge and information.

## The Future: Children and Teens

We provide youth of all ages in our community with programs and services that are age-appropriate, dynamic and inspiring. We ensure that families from all backgrounds find a supportive and strengthening place for their futures.

## Creation and Innovation

We honor imagination, invention, and inspiration. We provide people, places and platforms to encourage discovery, development and originality.

## Engaged and Sustainable Organization

Our knowledgeable and creative staff provides a patron experience that represents and aids our diverse community. We work closely with many organizations and partners to benefit those we serve.

## Enriched Entertainment

We embrace the important role of entertainment in the lives of our community members and its ability to enhance and enrich our lives. We maintain a collection that covers the breadth of changing interests, technologies and formats.

## Specialized Services and Programs

We support and sustain education for all ages. We address the varied needs within our community by offering targeted assistance for diverse populations.