The Future is Today
Strategic Plan 2021-2025

Introduction

The Verona Public Library (VPL) has accomplished many significant projects during the last few years, including the following:

- A dynamic building design and implementation plan resulting in renovations and improvements throughout the entire library
- Expanded the digital collection and technology capabilities
- Offered new collections and services such as the Museum Pass Program
- Expanded community partnerships with local organizations

Shortly after its highly successful renovation and expansion project, the Verona Public Library began a strategic planning process to:

1) elicit community comments about the library and ideas for the future;
2) evaluate what other area libraries offer to their communities;
3) plan operational and program improvements to respond to suggestions and the community’s changing needs;
4) position the library to serve future generations; and,
5) determine staffing, hours, policies and collections required to deliver the kind of service that Verona residents expect.

The World Has Changed

Soon after engaging residents and planners in discussions about the future of the library, the environment that we operate in changed. As a result, this plan has to create a public library that is flexible, relevant, and accessible in new ways and one that is considered an essential public service.

The disruption caused by the pandemic caused Verona’s library planners to think differently about delivering library services when physical gatherings and sharing of physical things became undesirable. It also required staff to think about what residents will need most for the library now and in an environment that does not encourage in-person social gatherings, discourages sharing of physical things, and expects people to keep to a social distance. The question then, is how will the library provide resources, services and programs in the balance between digital and print resources, in person versus remote programs and services? This plan attempts to create that bridge between the past and the future by reimagining and transforming the library.
We Hear You
In focus groups and from an online/print survey we heard many ideas and suggestions regarding the future of the Verona Public Library as well as many positive responses about the new building. During this process we spoke with close to 800 people and engaged in conversations with many of the staff.

Vision

The Verona Public Library, an essential community resource, builds community physically and virtually, by bringing people of all ages and cultures together to read, learn, and engage with each other.

Mission

The Verona Public Library, the community's center for civic engagement, promotes literacy, advances knowledge, and enhances the quality of life for the community.

Shared Values

The staff and Board of Trustees of the Verona Public Library actively embrace these values as the foundation for serving our community:

- We treat each other and all people with respect and dignity
- We believe that the library’s primary role is in promoting debate, discussion, and discovery of ideas that improve people’s lives
- We communicate with residents and all stakeholders with honesty
- We promote the library and its benefits, every day, to the surprise and delight of our community
- We hire and retain a talented and caring staff
- We encourage mutual partnerships with organizations in Verona to fulfill resident's expectations
- We conduct ourselves as thoughtful stewards of library resources and funds

Our Four Strategic Goals

All Verona residents will experience a welcoming and engaging physical and virtual library that offers a variety of opportunities for community engagement, enrichment and learning

Library customers will discover a dynamic collection of digital and print resources

Residents will receive engaging, clear and compelling messages from the library that encourage greater use

The Verona Public Library will position itself to serve the needs of current and future generations