



OWWL LIBRARY SYSTEM

Strategic Plan 2022-2024

Mission, Vision, and Core Values

Mission: Support library services across Ontario, Wyoming, Wayne, and Livingston Counties.

Vision: Everyone enjoys the freedom to read, learn, and grow through equitable access to library services.

Core Values: Access, Community, and Intellectual Freedom

Strategic Area One: Create a Single OWWL Identity

Purpose: To strengthen the connection to our members and show a unified message to the communities we serve, the System will embark on a renaming project resulting in retiring the name ‘Pioneer Library System’ and moving forward with ‘OWWL Library System.’

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓ <i>File charter amendment to begin the renaming process to OWWL Library System.</i>	Develop a style guide to define OWWL Library System communications.	Fine-tune system branding and integration with existing services.

Strategic Area Two: Enhance Technology Systems

Purpose: In today’s digital ecosystem, up-to-date systems, security, affordability, and expertise are the key elements in providing libraries with the support they need.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓ <i>Redesign OWWL website and launch “@owwl.org” email addresses.</i>	Email planning and migration.	
Library LTSP Linux upgrades.	Identify potential security issues across our System.	Implement critical security policies and procedures.
✓ <i>Upgrade “Prefab” member library website template.</i>	Active Directory for staff computers.	

Strategic Area Three: Library Services Development

Purpose: Support leadership, inclusion, and education across our System.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓ <i>Develop a one-day symposium for small libraries held at the System in the summer of 2022.</i>	Design a long-range planning cohort to support plan development for member libraries.	Develop professional standards for library leadership and a plan to implement system-wide.
	Hire an Outside facilitator to host peer-to-peer conversations on Diversity, Equity, and Inclusion topics.	Implement DEI practices and educate member library staff on developing inclusive policies and procedures.
	Develop Trustee Workshops that satisfy Trustee Education requirements.	

Strategic Area Four: Provide Seamless Access to Library Resources

Purpose: Provide residents of our region equitable access to library resources.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓ <i>Fund the development of a custom Android and iPhone Evergreen app for patrons.</i>	✓ <i>Migrate the online OWWL.org catalog to Aspen Discovery Layer.</i>	Explore opportunities for enhancing ILS reporting for Member Libraries.
	✓ <i>Provide ongoing training to Member Library front-line staff.</i>	

Strategic Area Five: Outreach to Communities

Purpose: Create strong community partnerships through coordinated outreach.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓ <i>Launch Books by Mail pilot project for homebound individuals.</i>	Expand the Books by Mail program through collections, materials, workflow, and procedures.	Evaluate Books by Mail and determine the next phase of the project.
✓ <i>Implement Early Literacy Projects: One Book, OWWL Kids; Backpack Program; Community Book Drops; Traveling StoryWalks; and Family Literacy Team.</i>	Develop a project plan for the new Targeted Outreach Population, At-Risk Youth (Birth through 21 Years).	Continue to expand services to migrant families and children who are learning English as a second language.

✓Implement Assistive Technologies grant program.

Develop a project plan for future ADA-related goals.

Strategic Area Six: Patron Privacy and Data Security

Purpose: Uphold patron privacy laws and protect patron data by ensuring data security in all information systems.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
<i>✓ Further Development of the Systems Access and Confidentiality of Library Records Policy</i>	<i>✓ Engage a review committee to evaluate the Systems Access Policy.</i>	Review policy and procedure changes to data security as it relates to individual logins, PIN/Password requirements, and reporting tools.
	Implement procedures for Member Libraries to agree to and accept the Systems Access Policy.	Ongoing education to Member Libraries and Boards of Trustees on patron privacy and the appropriate use and protection of data.

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