

**Mission:** **We make people smarter.**

*Rationale: Everything we do – every action we take, every service we perform, every initiative we champion – we do to ensure that our members can and will make better decisions for themselves, their families, and their communities. By making people smarter we position the Library to achieve the Vision.*

**Vision:** **To be the community's hub for critical thinking, creative problem-solving, and lifelong enrichment.**

*Rationale: As our community's intellectual competitive advantage, we will focus our efforts to become the platform for community success, by understanding its needs, analyzing its opportunities, and working with our partners to create a shared better future. As the community's hub for critical thinking, creative problem-solving, and lifelong enrichment, the Library will achieve the 20-year goal.*

**20-Year Goal:** **By 2035, every person in the community will use a library service.**

**Values:** **Library Members First**

*We are committed to the success of each of our members.*

**Integrity and Trust in Us and by Us**

*Public confidence can only be achieved when we demonstrate honesty, accountability, and stewardship of the community resources committed to us, including people, time, assets, and funds. In addition, we can only be trusted when we trust our members, colleagues, and partners.*

**Respect for Members and Each Other**

*We treat the questions, ideas, and contributions of each of our members, colleagues, and partners with the highest level of respect.*

**Freedom to Learn**

*We treasure and protect each member's freedom to read, view, and learn in order to achieve his/her highest potential.*

**Commitment to Learning as Enjoyment**

*We believe that learning is deepest and most effective when it is enjoyed, and we are dedicated to entertaining our members while delivering on the Mission.*

**Individual Growth and Organizational Development**

*Constant improvement of the Library is only possible when each of us commits to expanding our professional knowledge and skills.*