



18-MONTH STRATEGIC PLAN



VTL MISSION

Inspire lifelong learning, encourage exploration and creativity, and enrich our community.

VTL VISION

A space for individual discovery and expression, where the community comes together through conversation, interaction, and collaboration.

VTL CORE VALUES

Tradition & Innovation

Integrity

Relationships

Freedom

PRIORITY AREAS



ORGANIZATIONAL EXCELLENCE

Enhance organizational excellence by optimizing internal communication systems, upgrading key technologies, streamlining HR processes, and fostering a high-performing, respectful team culture through targeted professional development programs, role clarity, and staff recognition programs.



TARGETED COMMUNITY ENGAGEMENT & SUPPORT

Strengthen community connections and ensure inclusivity by creating meaningful opportunities for Spanish-speaking, educational, and teen/tween populations to thrive, fostering literacy and engagement across all demographics.



MARKETING & COMMUNICATIONS

Finalize brand and communication strategies to drive engagement, foster a unified brand identity, and support organizational goals by updating our website, training staff and trustees, refining our annual communications plan, and developing an annual report.



NEW LIBRARY

Progress the new library project by focusing on strategic land management, achieving fundraising milestones, and solidifying building designs.



MAINTAIN & GROW OPERATIONAL REVENUE

Maintain three active revenue streams—tax funding, grants, and private donations—to fully support operational costs and continue providing high-quality services to the community.

ORGANIZATIONAL EXCELLENCE



Why This Is Important Valley of the Tetons Library has built a strong, positive reputation within the community. Feedback from local residents emphasizes the importance of focusing on organizational excellence. This includes creating a supportive environment where staff feel valued, aligned, and empowered to contribute. By prioritizing these elements, the library will be able to operate more efficiently, with streamlined processes and tools that support staff and improve service delivery.

GOALS

OPERATIONAL EFFICIENCY:

Enhance organizational effectiveness by implementing or upgrading a minimum of two systems designed to streamline operations, support staff, and enhance service delivery.

STAFF COMPETENCIES:

Train staff on new or upgraded systems, ensuring 100% of staff adopt and utilize the new systems effectively after demonstrating competency via VTL's implementation procedures.

STAFF DEVELOPMENT:

Foster a cohesive, respectful, and high-performing team culture by delivering at least four mandatory employee development and enrichment sessions annually.

THRIVING TEAM:

Achieve a 90% staff satisfaction benchmark in workplace culture and collaboration, as measured by annual employee engagement surveys.

TARGETED COMMUNITY ENGAGEMENT & SUPPORT



Why This Is Important In gathering feedback, VTL learned that our patrons are enthusiastic and value our staff, high quality customer service, collections, and programs. However, many are unaware of the diversity of our programming, the essential services we offer, and the breadth of our community impact. As our valley grows and changes, so does VTL. We serve everyone and believe that no other local organization has the potential to connect with the entire community like VTL.

GOALS

SPANISH-SPEAKING COMMUNITY:

Enhance engagement with the Spanish-speaking community by developing a comprehensive engagement plan to improve access to available library resources and provide opportunities to connect with others in our community.

EDUCATIONAL COMMUNITY:

Strengthen partnerships with local educators and schools by distributing a tailored resource guide to at least 90% of educators.

TEEN AND TWEEN COMMUNITY:

Empower teens, tweens, and their parents by delivering five targeted engagement programs annually at VTL, local schools, or community locations, focusing on teen development and enrichment.

POST HIGH-SCHOOL READINESS:

Provide three targeted programs annually to support youth in transitional phases by offering education, resources, and opportunities to explore post-high school options.

COMMUNITY LITERACY:

Expand our community's knowledge and understanding of the diversity of literacy and foster practical skill development, VTL will provide themed programming focused on a prioritized literacy topic.

MARKETING & COMMUNICATIONS



Why This Is Important A cohesive and recognizable brand is critical for building public trust, increasing engagement, and aligning staff efforts. Consistent branding and well-crafted communication strategies will effectively communicate VTL's impact, ensuring that VTL presents a consistent, impactful, and forward-thinking identity to our community. It is an investment in our future, enabling us to inspire lifelong learning, foster exploration, and enrich lives with clarity and purpose.

GOALS

UPDATE WEBSITE:

VTL will update our website to produce a modern, content-rich, bilingual website and will participate in a quarterly review of the content and layout to ensure functionality, usability, and accuracy.

TRAINING ON COMMUNICATION STANDARDS:

VTL will conduct two communication standards training sessions, achieving 90% attendance among staff and trustees.

IMPLEMENT REGULAR COMMUNICATION AUDITS:

VTL will conduct quarterly audits of the communications procedural checklist and annual communication plan.

ANNUAL REPORT:

VTL will implement an inaugural annual report highlighting library programs, community outreach, circulation, revenue, new building initiatives, and achievements.

NEW LIBRARY



Why This Is Important The new library represents a transformative opportunity to meet the community's evolving needs. Strategic planning and execution are essential to ensure that VTL secures the resources, land, and clarity required to move this pivotal project forward.

GOALS

MAJOR GIVING CAMPAIGN:

VTL will secure pledges for 85% of the architectural design phases 1-5 cost.

LAND MANAGEMENT PREPARATION:

Complete re-zoning, appraisal, lot split processes, and accurate donation recording to prepare the site for library development.

FINALIZE SCHEMATIC CONCEPTS:

Finalize schematic designs, design development, and construction documents to support fundraising and project clarity.

QUARTERLY DONOR TOUCHPOINTS:

Provide quarterly donor touchpoints to foster donor trust and maintain consistent communication about project progress.

MAINTAIN & GROW OPERATIONAL REVENUE



Why This Is Important Reliable operational funding is critical for the library to meet its mission, sustain programming, and support future growth. Balancing multiple revenue streams ensures financial stability while reducing reliance on any single source of funding.

GOALS

LEVY CAMPAIGN FOR OPERATIONAL FUNDING:

Successfully pass the levy by securing majority voter support in the May 2025 election.

GRANT FUNDING FOR OPERATIONS AND PROGRAMS:

Obtain \$50,000 in grant funding through targeted applications, collaborations, and leveraging state and federal opportunities.

PRIVATE FUNDING:

Establish a consistent collaboration framework between VTL leadership and the leadership of the fundraising arm of the library by holding bimonthly strategic planning meetings with a focus on aligning fundraising initiatives with library goals, enhancing communication, and setting measurable objectives.