



Lincoln Library

Springfield's Public Library

Strategic Plan

2026-2029



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Introduction

The Lincoln Library is a lifelong resource for its community. The library's dedicated staff, engaged patrons, and vital services create a welcoming and comfortable community space. To align the library's goals with the growing needs of the community, Lincoln Library has undergone a thorough strategic planning process with input from the community and local stakeholders. By implementing a new strategic plan, Lincoln Library will renew its commitment to:

- Supporting a collaborative internal culture and strong organizational development;
- Connecting with our community and strengthening awareness of library services; and
- Cultivating responsive services, quality programming, and comfortable library spaces.

Lincoln Library initiated a strategic planning process in summer 2025. Fast Forward Libraries LLC was engaged in August 2025 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed collecting community feedback through a survey, focus groups, and interviews. Board and staff input was gathered through a survey, as well. In the Dream phase, the Board and staff held planning workshops to discuss possible future pathways for the library. This document includes the strategic directions and goals that will guide Lincoln Library through the Do phase, as the library implements its goals for the future.



Process Timeline

August 2025 - March 2026

The Planning Team spent months learning about community needs and developing strategies to advance the library's impact over the next five years.



Aug. - Oct.

Planning
Team kick-off,
surveys

Oct. - Dec.

Focus
groups,
Learning
Report

January

Workshops,
plan
development
and
review

Feb. - March

Present plan
and transition
to
implementation

Vision

Empower. Connect. Inspire.



Mission

We build community and connect people through excellent customer service and access to diverse resources and experiences.



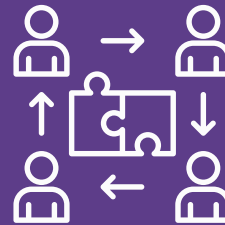


Strategic Directions

01 We support a collaborative internal culture and strong organizational development.



02 We connect with our community and strengthen awareness of library services.



03 We cultivate responsive services, quality programming, and comfortable library spaces.



1. We support a collaborative internal culture and strong organizational development.



Our library staff is the heart of the organization. We prioritize staff collaboration while providing opportunities for learning and growth that allow for optimum customer service.

Goals

1.1 Ensure staff members have the capacity to confidently provide services in response to community needs.

1.2 Develop internal collaboration and communications that foster strong teamwork across departments.

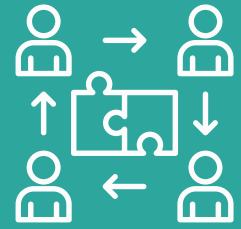
1.3 Encourage Board and staff engagement that builds relationships and allows for increased library promotion in the community.

Potential Outcomes

- High overall staff satisfaction
- Staffing levels support an increase in services
- Low staff turnover
- Patrons indicate excellent customer service
- Board and staff promote the library in the community



2. We connect with our community and strengthen awareness of library services.



Ensuring the library is a vital partner, we connect the community to our services and expand awareness of all the library offers. We maximize partnerships and meet our community where they are.

Goals

2.1 Evolve library outreach and partnerships to meet more of our community in new places.

2.2 Strengthen external communications and marketing of library services so the community is more aware of what the library offers.

Potential Outcomes

- Increased overall library usage
- Increased library cardholders
- Increased community partnerships
- Patrons indicate they are learning about the library from new marketing efforts
- The library has good word of mouth in the community



3. We cultivate responsive services, quality programming, and comfortable library spaces.



Our community is welcomed and included at the library - both in-person and online. We offer programs and collections that meet our community's varied needs, and we provide spaces that optimize accessibility and comfort.

Goals

3.1 Provide quality programming that meets patron interests and reflects a variety of cultures.

3.2 Prioritize accessible and comfortable physical and virtual spaces that meet patron and staff needs.

3.3 Gather and use internal and external feedback to aid in the design of diverse and responsive programs and services.

Potential Outcomes

- Increased program participation and repeat participants
- Patrons indicate they feel welcomed in library spaces
- Staff feel that library spaces meet their needs
- Patrons indicate that library spaces are accessible
- Patrons feel their voices are heard and their suggestions are implemented





Next Steps

Now that this plan has been adopted, Lincoln Library staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once implementation is underway. The status of the plan and its implementation will be reported regularly to the Board and community stakeholders.

