



Springfield City Library

2026 to 2030

High-Level Strategic Plan

Approved by the Springfield Library Commission: February 4, 2026
Effective July 1, 2026 to June 30, 2030

Mission, Vision, and Values



MISSION

Connecting Springfield's diverse neighborhoods with access to resources, services, and spaces that help every resident learn, create, and belong.

VISION

A city that celebrates its cultures and is strengthened by access to lifelong learning, connection, and curiosity. A library that listens and responds to local needs and helps every resident grow and thrive.

VALUES

Welcoming: Creating a friendly, engaging environment where everyone belongs and is valued.

Community-Oriented: Listening to our community and responding to local needs and identities with high-quality resources, services, and spaces.

Collaborative: Building strong relationships through teamwork, partnerships, and meaningful connections.

Inclusive: Removing barriers and broadening access to ensure equitable, accessible experiences, and full participation for the diverse people and cultures of our community. |

Inspiring Discovery: Igniting curiosity and fostering a lifelong love of learning and innovation.

SCL Strategic Overview



Area

Focus

Top Initiatives

Outcome



Our Services

Focus and enhance programming and services

- Ensure quality of programs and that services are aligned with community needs and interests
- Expand programs and resources for tweens and teens
- Explore additional multilingual programming
- Continue collection quality improvements and enhance tracking
- Increase, support, and promote more staff training options

Higher program attendance and greater service utilization



Our Communications

Increase awareness, appreciation and support of the Library across the entire City

- Strengthen and evolve social media presence to boost community engagement
- Seek increases in overall marketing investment
- Update branding elements like the website and signage
- Increase staff communication and collaboration opportunities

A community more aware of the Library's offerings and its positive impact on Springfield



Our Connections

Elevate emphasis on outreach services and partnerships and expand those efforts across the City

- Enhance connections with educational entities, community organizations, and local businesses
- Increase outreach efforts and multi-lingual communication to reach underserved residents
- Support staff training and time to develop and sustain outreach and engagement initiatives

A more robust ecosystem of connections and collaboration across Springfield



Our Infrastructure

Improve the access to and quality of the Library's facilities

- Explore expansion or adjustment of hours to better align with community needs
- Develop a plan to address facility infrastructure issues
- Enhance and expand study and meeting spaces
- Expand multilingual signage at all branches

Highly used and pleasing library facilities that are available when and where residents need them

Focus and enhance programming and services

Programming will be better targeted to user needs, supported by improved approaches that enhance the quality, usability, and accessibility of Library resources and services. Efforts should focus on making the Library easier to use and ensuring resources and services are more accessible and attractive to the entire community, with particular attention to developing more responsive programs and services for tweens and teens.

- Ensure quality and consistency of programs and that services are aligned with community needs and interests
- Expand programs and resources for tweens and teens
- Explore additional multilingual programming
- Continue collection quality improvements and enhance tracking
- Support and increase staff training options to support improved and expanded services

Outcomes: Higher program attendance and greater service utilization

- Service and program utilization across all categories increases, and community satisfaction with these services is improved.
- Community attends and rates library programs as successful, impactful, and innovative.
- Visits to the Library increase, and those who come stay longer and utilize more physical & digital resources.
- Satisfaction and use of the library collection increase.
- Users attest to the Library being a key service and resource cornerstone of the community.
- Increase/maintain a high level of community members believing that the Library helps make Springfield a better place to live.
- Staff have access to the training, professional development, and resources they need to thrive as SCL team members.

Our Communications

Increase awareness, appreciation, and support of the Library across the entire City

Increase awareness and elevate the perception of the Library, its resources, programs, services, and safety across the City so the Library is seen as a central and indispensable part of Springfield. Leverage that engagement to increase volunteers and financial support from the community and city leadership.

- Strengthen and evolve social media presence to boost community engagement
- Seek increases in overall marketing investment
- Update branding elements like the website and signage
- Enhance staff communication and collaboration opportunities
- Increase multilingual marketing in common languages other than English spoken in Springfield

Outcomes: A community more aware of the Library's offerings and its positive impact on Springfield

- Overall awareness of Library resources and services is increased, and it is more recognized as serving the entire City.
- Increased community and political support for the Library, leading to continued strong financial support.
- More residents are positively and consistently impacted by library services.
- Increase in community engagement with the Library.
- Service utilization across all categories increases, and the user base expands to more residents.
- Social media followers are increased along with engagement with the Library's content and accounts.
- Engaged staff help promote library resources, services, and spaces.

Elevate emphasis on outreach services and partnerships and expand those efforts across the City

Elevate and optimize the Library's emphasis on partnerships and outreach services to help meet the community's educational and enrichment needs. Extend those efforts beyond the walls of the Library when appropriate and seek to reach a broader cross-section of the community.

- Enhance connections with educational entities, community organizations, and local businesses
- Increase outreach efforts and multilingual communication to reach underserved residents
- Support staff training and time to develop and sustain outreach and engagement initiatives

Outcomes: A more robust ecosystem of connections and collaboration across Springfield

- The number and quality of partnerships within the City are increased/improved.
- Greater overall awareness of how the Library resources and services impact and support the whole of Springfield.
- Increase in community engagement with the Library from all regions of the City.
- More residents are positively and consistently impacted by Library services wherever they live in the City.
- The Library is seen as "THE" place in which to turn for local information about what is happening and where resources, services, and solutions can be found across Springfield.
- Service utilization across all categories increases, and the user base expands to more residents.

Improve the access to and quality of the Library's facilities

Develop continued plans to address the quality and accessibility of the Library's facilities, including the evaluation of open hours, adjusting and expanding those as possible to align with community needs.

- Explore expansion or adjustment of hours to better align with community needs
- Develop a plan to address facility infrastructure issues
- Enhance and expand study and meeting spaces
- Expand multilingual signage at all branches

Outcomes: Highly used and pleasing library facilities that are available when and where residents need them

- Community increases usage and satisfaction with the Library.
- Visits to the Library increase, and those who come stay longer and utilize more resources.
- Users experience a larger array of library services and resources on each visit.
- Users attest to the Library and its facilities being a key service and resource cornerstone of the community.
- Increase/maintain a high level of community members believing that the Library helps make Springfield a better place to live.