



Library Center of the Ozarks
Annual Goal Tracker
2025

CORE VALUES	<ol style="list-style-type: none"> 1. Opportunity, Resource, and Educational Accessibility 2. Community Engagement & Collaboration 3. Adaptability & Innovation 4. Financial Stewardship 5. Literacy 	10-YEAR TARGET
CORE FOCUS™	<p>Purpose/Cause/Passion/ Mission: Committed to providing resources to enrich the quality of life in the community from generation to generation.</p> <p>Our Niche: Branson / Hollister Library Subdistrict, Literacy, Knowledge, and Economic Opportunity</p>	<p>Measurables:</p> <ol style="list-style-type: none"> 1. LCO Facility 2. Develop a library system for all of Taney County 3. Achieve Exemplary Status under MO State Standards 4. Remote Services 5. Expanded Resources (community rooms, checkout kits, universal kitchen) 6. Awards – identify and prepare for national and state awards.
3-YEAR TARGET™	<p>1) Director & Staff 2) New Facility Planned 3) Facility Financed 4) Increased Accessibility (expanded hours) 5) Internal Efficiencies 6) Increase Key Performance Indicators</p> <p>Marketing Strategy: Promote products and services</p> <ol style="list-style-type: none"> 1) Social media – Facebook, Instagram 2) Website 3) Posters, flyers, rack cards inside the library 4) Online newsletter 5) Local media 6) Present and share annual reports with identified orgs: school boards, city council, county commission, Chambers, Rotary, etc. 7) Contact organizations to speak to about library services & attend events. 8) Collaborate: <ol style="list-style-type: none"> a. Schools – PTO meetings, Staff in-service days, PAT, school boards, etc. b. Title Companies – Welcome bag with info for new homeowners c. Doctor's offices, Health Department, Veterans' office, Parks & Rec Dept., Job Center, Cox Health, Community Centers, etc. 	
MARKETING STRATEGY		<p>Proven Process: Leadership, Fiscal Responsibility, Resources, Community Input, Facility</p> <p>Guarantee: Enhance the lives in the subdistrict and increase economic development.</p>



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1-YEAR PLAN	DELIVERABLES	ISSUES LIST														
<p>Future Date: January 2025</p> <p>Revenue: Annual 2.1 Million</p> <p>Goals for the Year:</p> <ol style="list-style-type: none"> Approve new Library facility location _____ Replace and increase the size of the collection. _____ Expand hours _____ Increase adult programming _____ Prepare for Interlibrary Loan _____ Three collaborative efforts _____ 	<p>Future Date: Quarterly Updates</p> <p>Item:</p> <table border="1"> <thead> <tr> <th></th> <th align="center">Quarter</th> </tr> </thead> <tbody> <tr><td>1</td><td>_____</td></tr> <tr><td>2</td><td>_____</td></tr> <tr><td>3</td><td>_____</td></tr> <tr><td>4</td><td>_____</td></tr> <tr><td>5</td><td>_____</td></tr> <tr><td>6</td><td>_____</td></tr> </tbody> </table>		Quarter	1	_____	2	_____	3	_____	4	_____	5	_____	6	_____	<ol style="list-style-type: none"> USDA loan application 2025 _____ Google Business Profile clarity _____ _____ _____ _____ _____ _____
	Quarter															
1	_____															
2	_____															
3	_____															
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Approved 11.19.2024