



# Strategic Plan

2025 - 2030

S H A P I N G   T H E   F U T U R E   O F   T H E   L I B R A R Y   S Y S T E M





## **A LETTER TO OUR COMMUNITY**

**The Charleston County Public Library (CCPL) is more than a place for books – it's a place for connection, growth, and belonging. This five-year Strategic Plan reflects the voices of thousands of community members who shared their hopes for what our libraries can be. It's a roadmap to ensure CCPL continues to evolve alongside our growing county, removing barriers, expanding access, and meeting people where they are. Together, we will strengthen partnerships, foster learning, and create opportunities that improve the lives of everyone we serve.**



## Vision

A community where everyone can learn, connect, and thrive.

## Mission

To connect Charleston County residents to information, ideas, and experiences that enrich lives and build opportunity.

# Five Core Values



**Community  
Engagement**



**Educational  
Success**



**Literacy**



**Workforce  
Development**



**Equity**



BEES FERRY  
WEST ASHLEY LIBRARY

# Organizational Goals



# GOAL #1: Community Engagement

Strengthen and expand partnerships to foster impactful and inclusive programming and services for the community.



## Key Objectives:

- Develop programs and services targeting priority communities, including rural, African American, and Spanish-speaking patrons.
- Increase the presence of social and community health workers across CCPL branches to extend access to existing community wrap-around services.
- Increase community understanding and engagement with CCPL programs, services, and resources.

## GOAL #2: Educational Success

Provide relevant opportunities for the development of lifelong learners of all ages and abilities.

### Key Objectives:

Empower learners by providing comprehensive resources and support to build foundational skills, confidence, and readiness for key educational enhancements, including secondary education, GED certification, college preparation, workforce opportunities, and essential life skills for emerging adults.

Explore and provide expanded technology resources to support learning for all age groups.





## GOAL #3: Literacy.

Advance the ability of all learners to read, write, comprehend, enjoy, and explore educational and life-enhancing topics on multiple platforms.

### Key Objectives:

- Establish a comprehensive digital literacy program designed to equip participants with skills in digital tools and media.
- Enhance access to health resources that improve patron's ability to make informed decisions that support their physical and mental health.
- Establish access to financial literacy resources that improve a patron's ability to make informed decisions that supports financial health.

# GOAL #4: Workforce Development

## Establish CCPL as a trusted partner in supporting workforce development and soft skills training

### Key Objectives:

- Evaluate existing workforce development services, programs, and resources, and standardize offerings.

- Partner with local workforce development institutions and service providers to implement workforce development activities and programs that address job training, talent pipeline, and market gaps.

- Expand workforce development opportunities for Hispanic communities and individuals seeking Spanish language development opportunities.



## GOAL # 5: Equity

Ensure equitable access to all CCPL programs, services, and resources.

### Key Objectives:

Complete a review of collections, programs and services and align those with the priorities and needs of the recommendations of local branches and communities.

Increase rural patrons' ability to access services at local branches and within their communities.





# Operational Goals



## GOAL #1:

Explore positioning the library to pursue additional revenue streams to diversify funding.

### Key Objectives:

- Evaluate feasibility of prospective CCPL Foundation including an assessment of current revenue model and comprehensive stewardship plan.
- Strengthen relationships with County and State officials and public and private partners who influence public perception, funding, and policy.
- Position CCPL for opportunities for expansion that prioritizes rural and high-traffic facilities and services, and sustainability of existing resources.

**GOAL #2: Strengthen internal processes to ensure staff have the support and are equipped to realize the mission and goals of the organization.**

Key Objectives:

Redesign the staff SharePoint (“Intranet”) to streamline communication and increase staff knowledge of organizational policies and practices.

Foster a workplace culture grounded in appreciation, trust, and balance.

Refine internal communication flow to ensure staff feedback is received and addressed in an appropriate and timely manner.





## GOAL #3: Increase awareness and understanding about CCPL programs, services, and resources among Charleston County residents.

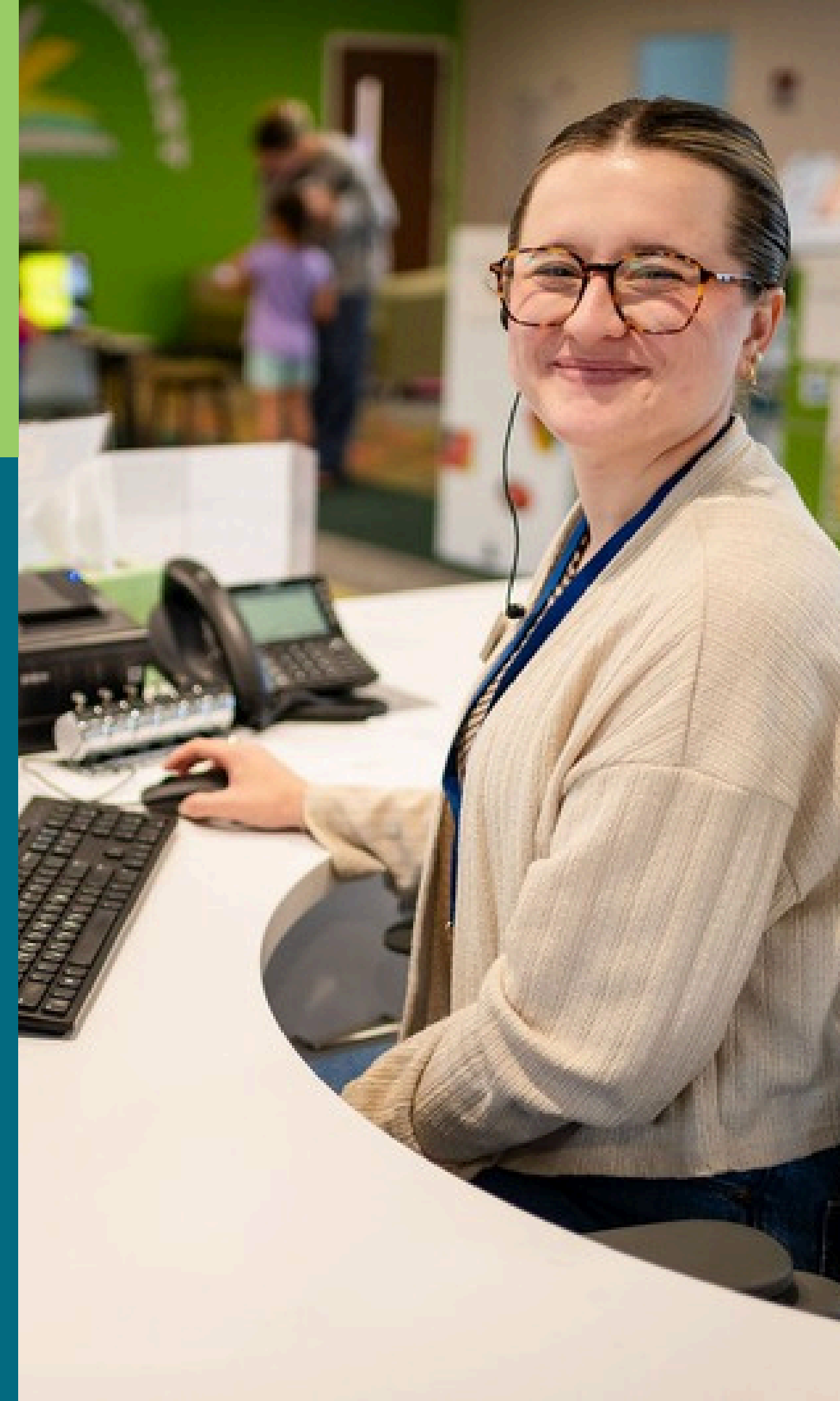
### Key Objectives:

- Develop and implement a comprehensive Communications & Marketing Plan to address the Strategic Plan's objectives.
- Revamp organizational website to increase user-friendliness, functionality, and access to services, resources, and events.
- Enhance current and prospective partnerships to ensure that they are maximizing bi-directional promotion opportunities.
- Evaluate and consider enhancements to informational signage across all branches to increase patron understanding and utilization of programs, services, and resources and incorporate standardization practices (does not include wayfinding).

# GOAL #4: Create an environment in which all staff members are positioned to realize their full professional potential.

## Key Objectives:

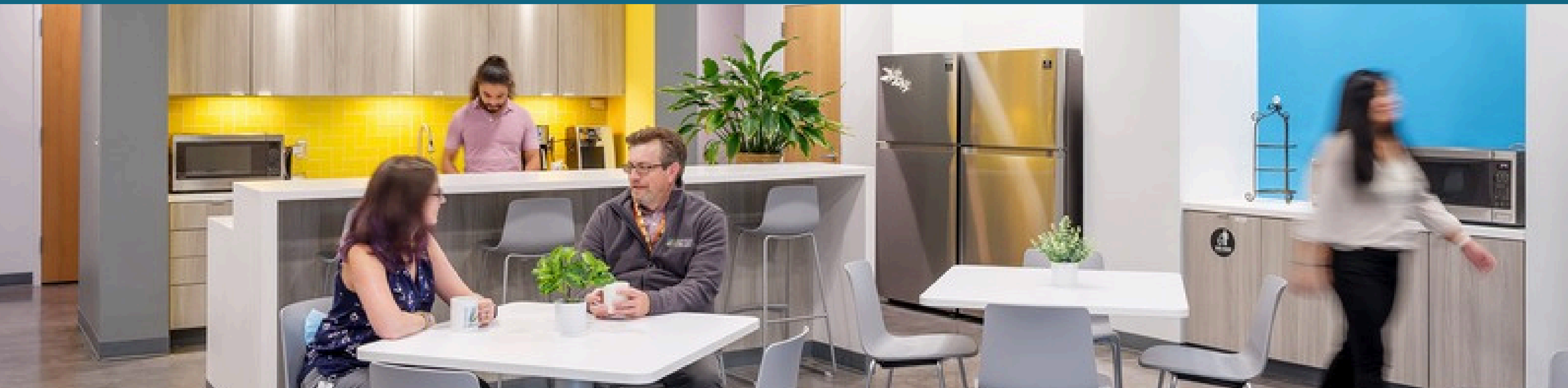
- Advance staff professional development needs, interests, and growth opportunities.
- Increase the number of bilingual staff with an emphasis on Spanish language speakers.
- Strengthen staff leadership program.
- Evaluate existing staff mentorship program and consider enhancements based on unmet needs.



# GOAL # 5: Ensure that equity remains a central component of all operational and administrative functions of the organization.

## Key Objectives:

- Review current equity groups to determine the interest and identify equity training.
- Create a process to reestablish, support and maintain staff affinity groups.





## **Mission**

Charleston County Public Library connects, empowers, and inspires our community through knowledge and lifelong learning.