



## GOAL 1

Maximize marketing, outreach, and engagement

### OBJECTIVES

- Streamline our marketing efforts to ensure a comprehensive and consistent approach
- Improve outreach efforts
- Improve engagement with both library patrons and non-library users

## GOAL 2

Prioritize services to senior citizens

### OBJECTIVES

- Develop programs and events of particular interest to senior citizens
- Reach senior citizens outside of the library
- Provide tools and encouragement for senior citizens to become comfortable, skilled, and experienced with using e-media and online resources

## GOAL 3

Prioritize services to youth

### OBJECTIVES

- Continued excellence with early literacy support
- Strengthen connections with schools and students
- Engage with the independent tween & teen users
- Improve usability of library space for babies, children, teens, & families

## GOAL 4

Unite the community

### OBJECTIVES

- Develop programs and events which acknowledge Dearborn's diversity and commonality
- Demonstrate the community value of the library beyond a place for books