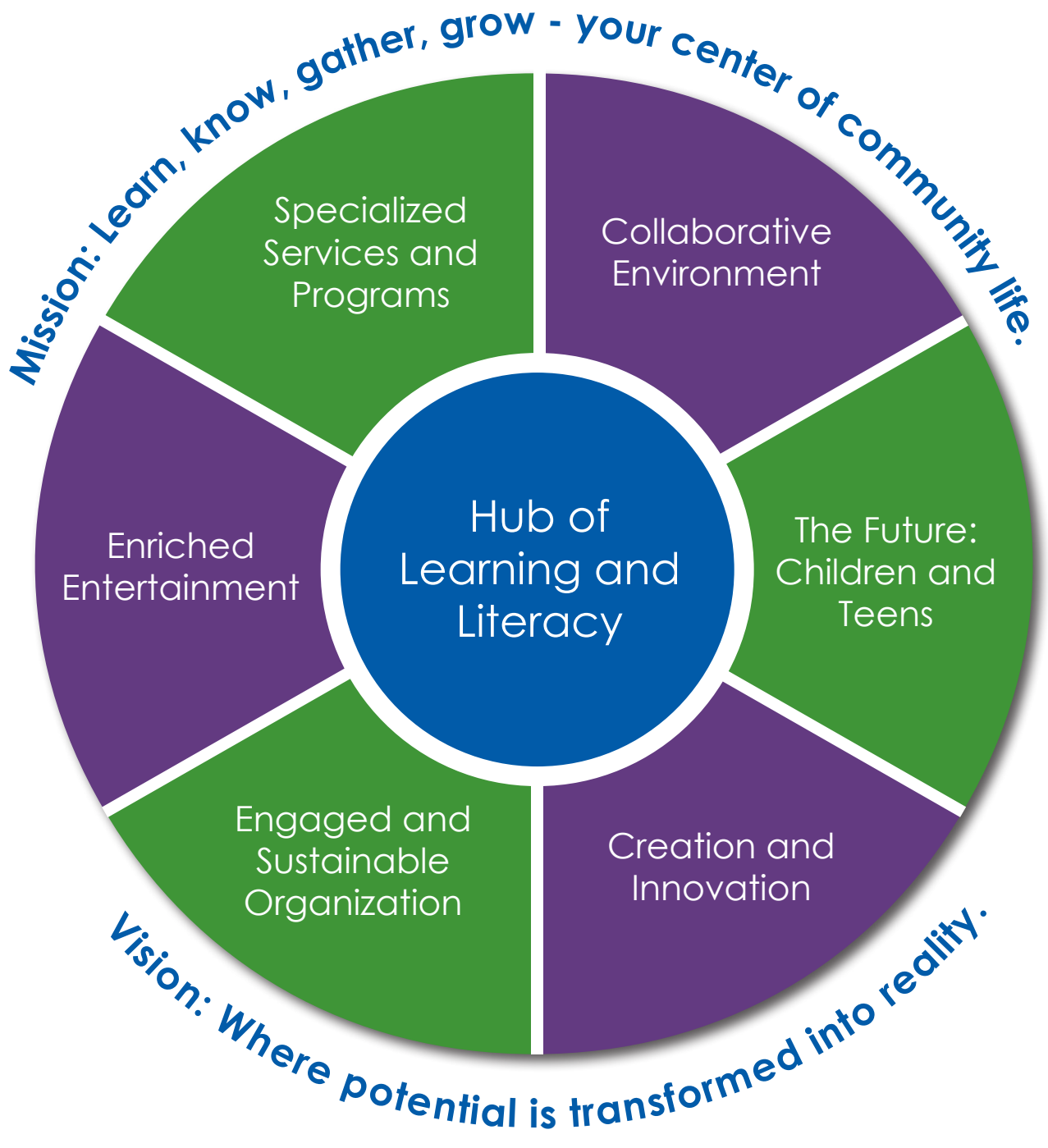


APL Strategic Plan

Our strategic plan is a community-centered project, designed to create a successful path for the Appleton Public Library's future. This path is built upon the past achievements of the library, which includes providing over \$24 million worth of programs and services to the community in 2014, with a public service return on investment of \$5.95.



Hub of Learning and Literacy

We connect our community with opportunities for growth, self-instruction and inquiry. We recognize reading as the heart of the library's mission and also expand beyond it to offer our community additional ways to improve and develop.

Collaborative Environment

We celebrate our diverse community, serving as a place where understanding can grow. We work with many partners, allowing our entire community to benefit from shared knowledge and information.

The Future: Children and Teens

We provide youth of all ages in our community with programs and services that are age-appropriate, dynamic and inspiring. We ensure that families from all backgrounds find a supportive and strengthening place for their futures.

Creation and Innovation

We honor imagination, invention, and inspiration. We provide people, places and platforms to encourage discovery, development and originality.

Engaged and Sustainable Organization

Our knowledgeable and creative staff provides a patron experience that represents and aids our diverse community. We work closely with many organizations and partners to benefit those we serve.

Enriched Entertainment

We embrace the important role of entertainment in the lives of our community members and its ability to enhance and enrich our lives. We maintain a collection that covers the breadth of changing interests, technologies and formats.

Specialized Services and Programs

We support and sustain education for all ages. We address the varied needs within our community by offering targeted assistance for diverse populations.