

# Madison Public Library's Vision and Mission

pending Library Board Approval on December 6, 2012  
prepared by Tana Elias, Library Media Coordinator, November 26, 2012



## **Madison Public Library Vision**

Madison Public Library: your place to learn, share, and create.

## **Madison Public Library Mission**

Madison Public Library provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people and enrich lives.

## **Background**

Revision of the library's vision and mission was identified as a priority of the strategic planning committee's work in the winter and spring of 2012. A committee of seven staff members worked over the summer and fall to look at organizational priorities, library and community data and demographic trends, customer and staff survey results, and messaging collected from our rebranding process. We wanted a vision and mission that not only included what our libraries do now, but what we'll be doing in the future; a message that reflects the changing roles of libraries nationwide and in our own community.

What the vision and mission are:

- Flexible enough to accommodate new formats , new services, and new learning methods
- Customer-centric ( YOUR place)
- Short, simple language
- Reflective of the major new initiatives we'll be undertaking in the next few years, at the Central Library and elsewhere

What the vision and mission are not:

- Format-specific (books, DVDs, etc.)
- Defined by buildings or library spaces
- A list of distinct services or collections
- Age specific
- Library jargon