
STRATEGIC PLAN

BOGOTA PUBLIC LIBRARY 2019 - 2021



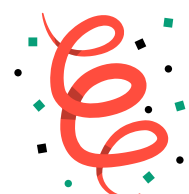
Goal One

Secure greater financial support from the Borough and the community.



Goal Two

Rejuvenate the library's collection to reflect a rapidly-evolving world.



Goal Three

Celebrate Bogota's history and enable our community to access its past.



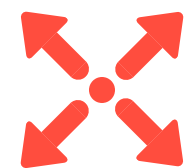
Goal Four

Reinforce the BPL brand with a clear marketing communications plan.



Goal Five

Amplify library outreach to foster deep-rooted relationships with community organizations and businesses.



Goal Six

Expand library programming to excite current patrons and to attract new library users.

Our Mission

To maximize your potential through exploration, education and empowerment.

Our Vision

To be the common thread bringing family and neighbors together for a lifetime of learning and enjoyment.

Our Values

Welcoming Environment, Creativity, Positive Community Relationships, Lifelong Learning, Fiscal Responsibility

Join. Mighty.

For the full 2019-2021 Strategic Plan, visit bogotapubliclibrary.org/strategicplan.