



TO: Mayor and Councilmembers

FROM: Allison Gray, Library Director

SUBJECT: Goleta Valley Library Mission Statement

RECOMMENDATION:

Approve the Mission Statement for the Goleta Valley Library.

BACKGROUND:

A mission statement or vision statement is a brief description of the purpose and/or goals of a business or organization. It can be useful in creating community partnerships, achieving successful grant applications, focusing public relations efforts, and being the framework around which strategic plans are built.

DISCUSSION:

The Library Advisory Commission provided feedback to staff on the development of an effective mission statement for the Goleta Valley Library over the course of several meetings this fall. They considered examples from other libraries and discussed a number of different versions of a statement for the Goleta Valley Library. In December, the Commission arrived at the following statement, which they voted to recommend to Council for approval:

“The Goleta Valley Library is a community center that serves our diverse community by leveraging public assets to support the joy of lifelong, multi-generational learning, civil engagement, and the respectful exchange of ideas and information - both within the physical walls of the library and far beyond.”

Adopting a mission statement upon which to base a Library Strategic Plan and menu of services will allow Library Administration to create a more streamlined operation that better uses the budget to serve the community's library needs. A mission statement can be helpful in applying for grant funding, and with engaging community organizations and agencies to partner with the library. Most successful library organizations have a strong mission statement around which to build a slate of services for the present and future

benefit of the communities they serve. The mission statement forms the core of the library's identity and becomes a useful tool in library branding.

The City Council is asked to review and approve the statement as recommended by the City's Library Advisory Commission.

FISCAL IMPACTS:

There is no fiscal impact associated with the approval of a mission statement for the Goleta Valley Library.

ALTERNATIVES:

The City Council can choose not to approve the recommendation for a Library Mission Statement, however doing so would not provide the Library with a strategy upon which to build its services, leading to a potentially chaotic blend of services built without structure. The City could continue to pursue alternative mission statements beyond the one that the Library Advisory Commission recommended.


Reviewed By:

Legal Review By:

Approved By:


Kristine Schmidt
Assistant City Manager


Michael Jenkins
City Attorney


Michelle Greene
City Manager