# 7 STEPS TO A STRONGER LIBRARY

Identifying what communities want and need from libraries – and providing it – is easier said than done. Assessing areas of library excellence and opportunities for growth are critical to meeting that challenge. Following is a quick guide to seven focus areas for a stronger library.

## 1. FACILITY
Focus on how to best cost effectively utilize existing space and staff to enhance patron experience.

## 2. COLLECTION
Analyze collection use and performance with benchmark and peer library comparisons to maximize circulation and optimize budget.

## 3. TECHNOLOGY
Review technology employed for patron service and staff efficiency to identify cost-saving opportunities and the role of emerging technology.

## 4. PROGRAMS
Evaluate current library programs using an effort/impact analysis.

## 5. MARKETING
Analyze population demographics to target user and non-user audiences and ensure marketing plans, digital and offline communications are relevant.

## 6. STAFFING
Map existing staffing plans with best practices to evaluate gaps and opportunities for workforce development.

## 7. OUTREACH
Review breadth and depth of community engagement initiatives, including partnerships, advocacy groups and volunteers.

## STRONG LIBRARIES = STRONG COMMUNITIES
*Innovative community leaders are powering their communities through excellent library service.*

**libraryIQ**