**Literacy and Lifelong Learning**

Offer resources and programs to promote literacy in all its forms and for all ages as fundamental building blocks for academic and personal success.

- Support Durham County students through new and existing programs, services, and outreach to increase participation in such programs and services.
- Implement research-based strategies to promote literacy for residents in critical moments of transition such as preparing for kindergarten, middle school, young adulthood, job changes, and new parenthood.
- Encourage lifelong learning through diverse, enriching, and engaging programs that introduce new skills, interests, and opportunities for people to have fun learning together.

**Bridging the Digital Divide**

Create opportunities for equitable access to technology and technology education, thereby encouraging participation in an increasingly digital society.

- Expand technology access, especially to those with barriers to access.
- Partner with community organizations to increase the reach of technology and digital services, with a focus on the most needed services.
- Develop the community’s information literacy skills through technology education.

**Workforce Development**

Strengthen the workforce by supporting relevant education, training, and resources.

- Partner with community organizations to support career education for high demand trade skills and vocations.
- Support small business at all stages of the business life cycle.
- Leverage library resources to support career preparedness.

**Capturing the Culture of Durham**

Promote Durham’s culture through programming and special collections, including the North Carolina Collection and the Selena Warren Wheeler Collection.

- Share and preserve the culture of Durham.
- Promote the usage of the North Carolina Collection and Selena Warren Wheeler Collection.
- Provide multicultural enrichment through diverse library services, programming, and collections.

**Accountable, Efficient, and Visionary Libraries**

Grow an effective organization committed to continuous innovation, exceptional customer service, transparency, and fiscal responsibility.

- Provide consistent opportunities for professional development for all staff.
- Standardize operating procedures across locations, as appropriate.
- Attract, recruit, and retain a talented workforce.
- Improve the use of data to identify community needs and develop innovative, effective, future library services.