Writing a Library’s Mission and Vision Statement
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Overview
Ask yourself where – and what – you want your library to be 5, 10, 20 years from now. If you’re coming up blank, it’s time to write a vision statement. And to ensure you get to that visionary spot, write yourself a mission statement while you’re at it.

Definitions
- **Vision statement** – Defines the desired or intended future state of an organization or enterprise in terms of its fundamental and/or strategic direction. (Wikipedia)
- **Mission statement** – Defines the fundamental purpose of an organization or enterprise, succinctly describing why it exists and what it does to achieve its vision. (Wikipedia)

Key Elements and Ideas
A vision statement is intended to portray where you want your organization to be in the future – it is your inspiration and the frame of reference for all your strategic planning. As a special library, your vision may be to be the main resource for empowering your fellow employees to make decisions to keep the company innovative and profitable.

Questions to ask yourself when composing a vision statement are:
- What do we do today? (We empower.)
- For whom do we do it? (Fellow employees and, ultimately, our customers.)
- What is the benefit? (Innovation and profitability.)

Be realistic, positive and align your statement with organizational values and culture. The mission statement spells out how you will accomplish that vision. It briefly sets out how the information is collected and provided, what methods are best suited to your company’s needs (keeping in mind future technologies), and how the information may be used. For example, to empower employees to make decisions to keep the company innovative and profitable, the library will proactively provide information and analysis using current and reliable resources, value-added service and compatible and useful technologies. You may also want to mention that the library staff is committed to examining new and innovation methods of information delivery in order to provide superior customer service.

Questions to ask yourself when composing a mission statement are:
- What do we want going forward? (To be the main informational and analytical resource in the company.)
- When do we want to do it? (Proactively)
- How do we want to do it? (By using current and reliable resources, value-added service, compatible and useful technologies, and superior customer service.)
Be broad enough to allow for creative, and especially, in our field, technological growth. Write a statement that will distinguish your library from your company’s other departments and make sure it serves as a framework to evaluate current activities.

Resources

Examples of Library Mission and Vision Statements

Mission
Oak Park Public Library enhances the quality of life in our diverse community by providing the resources and services for lifelong learning and enjoyment, the space and opportunities to gather and connect, and by fostering a love of reading.

Vision
We embrace the rich heritage and vibrant future of our community. We aspire to be the best possible library for Oak Park. We create opportunities to participate, connect and discover by: encouraging lifelong learning; responding to the needs of our diverse communiting; ensuring freedom of access to information; offering space for people and ideas to come together, and providing materials and programs that entertain and inspire. We are committed to excellent service and stewardship of the physical and financial assets entrusted to the library.

Library Mission Statement
- The Langley-Adams Library provides a wide range of information and materials, using traditional and innovative methods, for all ages to promote, encourage and support the diverse needs within the community. The Library also provides a friendly space for the community which will encourage curiosity, free inquiry and lifelong learning. The Library Staff and Trustees are dedicated to providing the best service to all patrons.

Youth Services Mission Statement
- The Langley-Adams Library provides a safe and welcoming environment for children and teens to develop a lifelong interest in and appreciation for reading and learning.
- The Library provides a variety of programs and services that bring families in the community together and foster a love of reading. The Library also provides a relevant collection of print and non-print materials that meet the developmental needs of the young people of Groveland.

Vision Statements
- The Langley-Adams Library provides a community place for the Town of Groveland by maintaining an inviting, modern facility where people want to gather.
- The Langley-Adams Library anticipates and responds to the needs of our community by providing relevant programs for all ages, other in-library activities, and outreach programs.
- The Langley-Adams Library supports diversity within the community by offering relevant materials, resources and learning opportunities. The Langley-Adams Library builds relationships with the Town of Groveland, businesses, non-profits and other organizations to enhance activities and communications.
- The Langley-Adams Library promotes the resources and services available to the community through effective marketing and branding campaigns.
- The Langley-Adams Library adopts new technologies to enhance timely access to quality information and create patron independence.
- The Langley-Adams Library provides excellent customer service and core library services by strengthening staff development & training.
**Vision Statement**
The Black Earth Public Library aspires to offer the citizens of the Village a safe, accessible, attractive place conducive to learning, research, enlightenment, creativity and enjoyment.

**Mission and Goal Statement**
A. The mission of the Black Earth Public Library shall be to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming and respectful.

B. The general goals of the Black Earth Public Library shall be:
   1. To serve all residents of the community and surrounding townships.
   2. To acquire and make available such books, audiovisuals, periodicals, pamphlets, technology and services to satisfy user needs.
   3. To strive to aid and encourage youth in their pursuit of knowledge.
   4. To have resources to provide the most frequently requested materials from its collection.
   5. To maintain a program of service which locates information or makes referrals in a timely manner.
   6. To review regularly these objectives of the Black Earth Public Library and, if necessary, revise them in the light of new developments.

**Library Mission Statement**
The Somers Public Library encourages reading and serves the needs of the community by providing free access to a diversity of ideas and information through a variety of library materials, services and experiences.

**Vision Statement**
Our vision for the Somers Public Library is to become the library of choice for residents who want outstanding collections, programs and services in a pleasant, friendly and courteous environment.

**Mission Statement:** The Aurora Public Library is dedicated to supporting lifelong learning and access to information, knowledge and ideas.

**Vision:** Our vision is to nurture an educated, enlightened and enriched diverse community.

The Columbia College Chicago Library fuels discovery, sparks creativity, and ignites your future.