

A young boy and girl are looking at a book together. The boy is on the left, and the girl is on the right. They are both smiling and appear to be engaged in reading. The background is slightly blurred, showing other people in the room.

CONNECTING Community & Curiosity

**THE PEOPLE'S UNIVERSITY 2030 PLAN
15 FEBRUARY 2022**



Agenda

Strategic Plan

- Where we left off
- Where we are now

Goals

Next Steps



STRATEGIC PLAN

Where We Left Off

OUR VISION FOR CLEVELAND & ITS LIBRARY

A city in which opportunity is within reach.

A library that empowers its people.





OUR MISSION

Cleveland Public Library is “The People’s University,”
the center of learning for a diverse and inclusive community.

C
CURIOUS

We are open-minded. We use our collective knowledge to create the greatest opportunity.

E
EQUITABLE

We meet people, partners, and employees where they are. We empower all with opportunities.

N
NURTURING

We nurture our relationships, acting in an open and straightforward way. We strive to continuously exceed community needs and anticipate their wishes.

T
TRANSFORMATIONAL

We take a nontraditional approach to achieving transformation.

E
EXCELLENCE

We pursue community-focused goals with excellence, intention and determination.

R
RESPONSIBLE

We are responsible and respectful caretakers of the public's investment.



OUR VALUES





CONNECT

Clevelanders to vital services that provide for basic needs



BUILD

21st century resources that create inclusive opportunity



NURTURE

a love of reading



CREATE

opportunities for conversations that matter



INSPIRE

through the discovery of arts and culture

STRATEGIC PRIORITIES



CLEVELAND
PUBLIC
LIBRARY





BUILD
distinctive
environments
to meet
changing
service and
community
needs



ALIGN
resources and
systems with
priorities and
honor promise
s to voters



CULTIVATE
an engaged
workplace



ENSURE
Library
practices are
inclusive and
equitable



INSPIRE
Greater
Clevelanders
to love their
library over
and over again

OPERATIONAL PRIORITIES



STRATEGIC PLAN

Where We Are Now

The People's University



CLEVELAND PUBLIC LIBRARY isn't just any university.
You can start (and stop) your learning journey...

...At any age

...Whenever and wherever you like.

We are a barrier-breaking university that removes obstacles to opportunity.

... No GPA.

... No standardized test.

... No letters of recommendation.

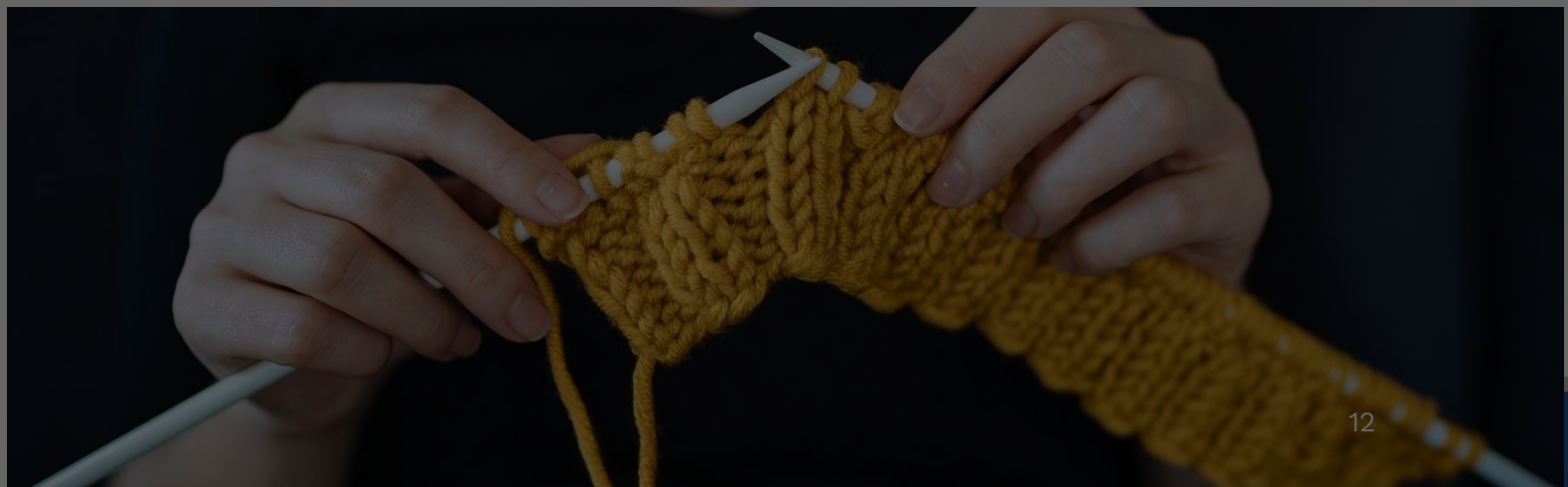
... And no tuition required.

You define your success.



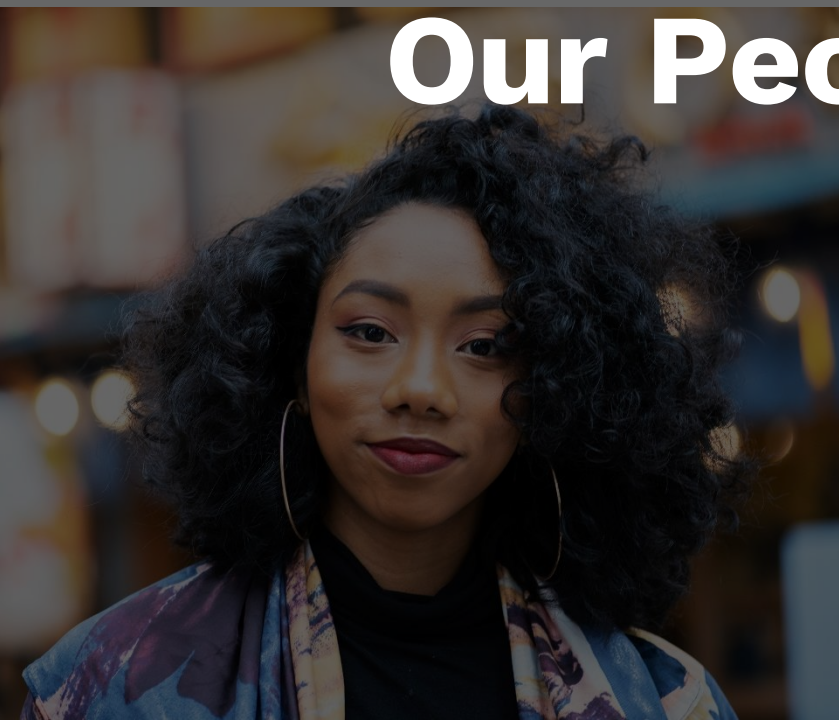


We All Have Gifts to Share





THE PEOPLE'S UNIVERSITY
Our People Are Our Teachers






**We will build a university
OF THE PEOPLE,
accessible to all.**



We will facilitate peer-to-peer learning.



**Classes and services will be based on
real-world experience
and the interests of our patrons.**

The background consists of a dense, overlapping collage of rectangular sticky notes in various colors including teal, purple, green, and yellow. Each sticky note features a large, black, hand-drawn question mark. The text 'NOW WHAT?' is centered in the middle of the image in a bold, white, sans-serif font.

NOW WHAT?



There are still gaps to bridge



There's a University to Activate



There's Operational Capacity to Create



There are Campuses to Build



PRIORITY 1

Close the Gaps

Address the inequalities facing the City of Cleveland.



PRIORITY 2

Activate The People's University

Create people-powered, community-driven learning experiences.



PRIORITY 4

Operating with Excellence

Assess & create organizational capacity to meet mission related goals.



PRIORITY 3

Create Campuses

Build & maintain distinctive environments to meet changing service & community needs.



Priority 1: Closing Gaps

Addressing the inequalities facing the City of Cleveland.

GOALS

Our greatest impact will begin with our youngest Clevelanders. We will increase the number of children under five who have the LITERACY skills to be **READY FOR KINDERGARTEN**.

Cleveland is fourth in the United States for the worst internet-connected cities. We need **DIGITAL EQUITY**. We will work to build basic digital skills among Cleveland strivers and seniors.

Finding and keeping a job is the starting point in a journey to financial stability. We will increase the number of Cleveland's strivers we connect to resources that increase opportunities for **EMPLOYMENT**.

A photograph of an older man and a younger woman sitting on a bench outdoors, both playing ukuleles. The man is on the left, wearing a striped shirt and sunglasses, looking towards the woman. The woman is on the right, wearing a white shirt and patterned pants, looking at the man. They are both smiling and appear to be enjoying their music. The background shows a fence and some greenery.

Priority 2: Activate The People's University

Create people-powered, community-driven learning experiences.

GOALS

BUILD: Design, organize, introduce, implement The People's University structure.

TEST: Establish The People's University publicly-inspired classes in specific branches.

EXPAND: Provide The People's University certification opportunities.

SHARE: Share The People's University concept among other library systems.

Priority 3: Create Campuses

Build & maintain distinctive environments to meet changing service & community needs.

GOALS

Reimagine CPL's portfolio of buildings and enhance the patron experience by completing the Facilities Masterplan (FMP) and implementing the new service model.

Bridge the digital divide by enhancing the patron experience with improved technology.

Raise the funds to extend the patron experience to the spaces outside CPL branches.

Priority 4: Operating with Excellence

Assess & create organizational capacity to meet mission related goals.

GOALS

We will work to align resources with our strategic priorities and keep our promises to voters and funders.

We are committed to continuously nurturing an engaged workplace, ensuring the right people with the right skills are in the right roles.

We will build and foster a culture of continuous improvement, measuring our impact and evaluating and evolving our systems and processes.

We will increase financial resources to extend the reach of the Library's strategic priorities

DEI: TBD

Next Steps

Feb	CPL Board of Trustees Update
Feb 17	Founder's Day: Announce TPU
Mar	All-Staff Town Hall
Q2	Operational Plan Development
Q3	Resource Review & 2023 Budgeting



Strategic Plan



**Operationalize
Plans**



**Measure &
Learn**



**Execute
Initiatives**



THANK YOU

What Questions
Can We Answer?