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CHAPTER 2: Mission Statement  
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Title: Marathon County Public Library Building Blocks  
Effective Date: 5-19-2003  
Authorized By: Library Board of Trustees  
Date of Last Revision: 4-2012

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## **Marathon County Public Library Building Blocks Adopted by the Library Board 5-21-2007**

### **Business we are in:**

- Transforming Lives

### **Mission**

- To enrich lives by promoting lifelong learning, and actively providing the community with access to ideas, information, and opportunities to connect.

### **Vision**

- A democratic and informed society must have free, equal, and open access to information. We empower citizens to improve their lives, their governments, and their communities.

### **Guiding Principles:**

- **Literacy & Lifelong learning for all ages** – We envision a world in which everyone can read, write, evaluate information, and effectively apply technology to lead healthy, productive, and fulfilling lives.
- **Emerging Technologies** – We empower the people of Marathon County with the technology to connect to the world and the future.
- **Form Strong Partnerships** – We provide opportunities to connect through partnerships with individuals, public and nonprofit agencies, community groups, educators and businesses.
- **Equitable Access** – We provide access to a broad array of content, as well as training and assistance, to help people successfully navigate and use information.

## **Marathon County Public Library core Values and Behaviors Adopted by the Library Board 5-19-2003**

### **Service:**

- Serves the customer first
- Serves with empathy, genuineness, eagerness, energy and enthusiasm
- Listens for, seeks and creates opportunities to serve with excellence and willingness to “go the extra mile”

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- Manages oneself to maintain a consistently positive and helpful “service mindset”
- Finds new and creative ways to serve better
- Provides a “personalized touch”
- Willing to be playful and have fun

**Respect:**

- Accepts, values and honors diversity and everyone’s worthiness
- Values and honors the work and contribution of the library and public service
- Shows acceptance and understanding by being open, courteous and considerate
- Speaks about concerns with the appropriate person; does not engage in conversation that diminishes others
- Generous with recognition and acknowledgment
- Manner, grooming and appearance reflect and communicate respect for and commitment to our work
- Relates as a willing and generous colleague and member of the community

**Learning:**

- Embraces lifelong learning, development, and continuous improvement
- Relates to everyone as a possible source for learning something
- Continually seeks and participates in self-assessment
- Actively seeks self improvement and development through feedback and coaching opportunities
- Eagerly shares one’s own learning and helps to develop the talents, knowledge and skills of others

**Ownership:**

- Keeps promises, commitments, timelines and deadlines
- Behaves in a trustworthy manner
- Displays initiative and is willing to be held accountable for behavior, quality, efficiency and results
- Chooses to be a part of and constructive voice for the improvement of the team, division, organization and community
- Participates actively and constructively in change efforts
- Supports leadership and management
- Adheres to existing policies, guidelines, procedures and practices; and participates in efforts to improve them
- Communicates freely, openly, honestly and accurately; seeks and gives information
- Listens for, seeks, gives, receives and responds to feedback and opportunities to make things better
- Contributes helpful energy and creative ideas
- Uses resources in a thrifty, cost-effective and creative manner to maximize their value.

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**PROMISES WE KEEP TO OUR CUSTOMERS:**

1. Make exploration and discovery enjoyable and manageable.
2. Make every contact an inviting visit to discover more.
3. Be approachable, respectful, friendly, neighborly and efficient guides for helping you find and get what you need.