



# Dryden Public Library Board

# POLICY

<b>SECTION: FOUNDATIONAL</b>	<b>NO: FN-01</b>
<b>TITLE: Mission Statement and Tagline</b>	<b>Date: March 2025</b>
	<b>Next Review Date: March 2029</b>

## 1.0 Policy Statement

1.1 The Dryden Public Library's Mission Statement is our shared understanding of our purpose and inspires those who work on our behalf.

1.2 The Dryden Public Library's Tagline is a short, marketable statement that reflects our goals and values.

## 2.0 Purpose of the Mission Statement and Tagline

2.1 The Dryden Public Library Board and Staff use the Mission Statement and Tagline to help make decisions. All our strategic decisions should reflect our mission and tagline.

2.2 The Mission Statement and Tagline are reviewed and/or edited by the Dryden Public Library Board as part of the strategic planning process. A review should take place at least once every four years.

2.3 The Mission Statement must:

- 2.3.1 Be clear and short
- 2.3.2 Be related to what we do
- 2.3.3 Be easily understood by people both inside and outside the Dryden Public Library
- 2.3.4 Guide how we develop, deliver, and evaluate library services and programs.

2.4 The Tagline must:

- 2.4.1 Push our overall vision forward.
- 2.4.2 Be a part of our branding.

### 3.0 The Dryden Public Library Mission Statement

3.1 The Dryden Public Library’s mission is to connect our community to tools, resources, and services to imagine and achieve a brighter future.

### 4.0 The Dryden Public Library Tagline

4.1 Imagine, Discover, Connect @ The Dryden Public Library

4.1.1 Encouraging life-long learning in patrons of all ages through the provision of resources, programs and technology.

History			
<b>Approval Date:</b>	January 2016	<b>Approved by:</b>	L Ayers
<b>Amendment Date:</b>	June 2019	<b>Approved by:</b>	M Benson
<b>Amendment Date:</b>	May 2022	<b>Approved by:</b>	M Benson
<b>Amendment Date:</b>	March 2025	<b>Approved by:</b>	DPL Board 2022-2026
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