



Upland Public Library

Strategic Plan

January 2026 - December 2030

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Mission & Vision

City of Upland Mission Statement

The City of Upland is committed to delivering superior services that meet community needs with transparency and integrity.

City of Upland Vision Statement

Upland is a safe community with historic character where residents enjoy a high quality of life.

Library Mission

Quality services you can trust, where community, learning, and inspiration thrive.

Library Vision

Connecting Upland's past, present, and future to enrich everyday life for all.



Our Foundations

Upland Public Library (UPL) serves nearly 80,000 residents through a variety of educational and enrichment services, providing access to technology and digital resources. With a lean staff and a carefully curated collection, UPL operates with notable efficiency while consistently delivering high-quality service.

Upland Public Library serves as a vital center for creativity and community connection for residents of all ages. The Library champions literacy, lifelong learning, and meaningful family engagement. UPL offers welcoming spaces where people can gather, create, and learn. By providing access to books and information, technology and the internet, as well as gathering and study spaces, UPL enriches our community. Our Library is an essential resource that strengthens education, opportunity, and quality of life throughout Upland.

Planning Process

In fall 2025, UPL launched a strategic planning initiative to identify and define priorities for future Library services. Community members from across Upland shared their input, allowing the Library to better understand its current operating environment, evolving interests, and opportunities to enhance services. Library staff led 18 focus group sessions and captured feedback from 95 participants, while the community contributed 771 survey responses.

The planning team was able to utilize public feedback and the process outlined below to create a strategic plan focused on service enhancement and operational excellence.

LISTEN

- *Survey Library users, community members, staff, City partners*
- *Identify goals and aspirations of the Upland community*
- *Conceptualize a community vision for the Library*

UNDERSTAND

- *Comprehensive environmental scan of available services and resources*
- *Analyze community demographics, Library data, service trends*

GROW

- *Develop relevant and responsive strategies with a focus on impact*

This inclusive process resulted in a clear set of priorities for the next five years. Upland Public Library will focus on guiding principles to engage the community UPL serves and achieve its strategic priorities. These goals relate directly to the core of Library services—the foundation of what we do every day.

The resulting strategic plan will provide a clear roadmap for strengthening the Library's organizational capacity, modernizing services, and expanding the UPL's impact. Through targeted investment, community partnership, and a commitment to innovation, Upland Public Library will continue to evolve as a vibrant, inclusive hub that serves the interests of the entire community.

Guiding Principles

Our guiding principles articulate the standards and values that shape how the Library operates, serves the community, and represents itself as a trusted public institution.



Professionalism

We provide exceptional customer service and uphold high standards of professionalism by ensuring our policies, practices, and daily operations reflect our mission, align with recognized best practices, and demonstrate responsible stewardship of public resources.

Prestige

We elevate the Library's reputation through active collaboration and visibility within the community, by strengthening partnerships with local educational institutions, and fostering sustained community support for the Library's mission, services, and initiatives.

These guiding principles articulate the standards and values that shape how the Library operates, serves the community, and represents itself as a trusted public institution.

Momentum for the Future



By recognizing and leveraging the Library's core strengths, we can identify and create opportunities for innovation and increased community impact.

Strengths

Sound practices provide a strong foundation for continued service excellence and future growth:

- **Operational Efficiency:** The Library thoughtfully aligns staff effort and resources to provide relevant, responsive services for the community
- **Program Impact:** Library programs attract strong participation, reflecting community interest and engagement
- **Dedicated Team:** Employees consistently provide high-quality service while effectively utilizing available resources
- **Municipal Stewardship:** A strong partnership with the City of Upland ensures consistent operations and alignment with City priorities
- **Community Spaces:** The 30,000 square foot building provides a solid foundation to support delivery of Library services



Opportunities

Key areas where the Library can expand its impact, strengthen community connections, and align resources to support evolving service needs:

- Strengthen partnerships with schools, nonprofits, and City departments
- Secure grants and external funding
- Optimize facility space for modern Library services
- Expand digital and multilingual collections

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“To me and my family, the Library is equally as important as any other services provided by the City.”

- Mark

Strategic Priorities

COMMUNITY IMPACT

1

A Place to Belong: creating shared experiences for a vibrant community

Upland Public Library is a shared community space that brings people together through inclusive, meaningful experiences.



Goal: Engage children and families with programs focusing on learning and creativity, arts, STEM (science, technology, engineering, and math)



Goal: Cultivate a volunteer engagement strategy that expands capacity and strengthens Library programs



Goal: Celebrate our community with heritage and cultural events



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“UPL’s success is the programs for babies and families, emphasizing the Library’s role as a community hub and learning space.”

- **Shinae**

“A successful library builds community through its programs and services.”

- **Teen focus group**

“I’m seeking more...collaboration [and] opportunity to build community.”

- **Christina**

“My family is looking for free educational and cultural activities”

- **Survey Response**

UPL empowers teens, emerging adults, and adults to learn, create, and connect in ways that enrich everyday life.



Goal: Equip teens, emerging adults, and adults with practical skills for daily living, lifelong learning, and personal growth



Goal: Prioritize learning opportunities that support do-it-yourself skills, social connection, school to work transition, and cultural enrichment



Goal: Secure grant funding that expands the scope and impact of Library programs



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“More adult engagement and unique activities such as Charcuterie, gardening basics, and general lifestyle classes.”

- Mairay

“Have the Library offer wine tasting experiences.”

- Jennifer

“I like that the Library helps young people gain experience by volunteering and provides a good reference for school and employment.”

- Mikayla

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Partnering for Impact: advancing shared educational and civic goals

Upland Public Library amplifies impact through strategic partnerships that strengthen our community.



Goal: Advance student success and educational achievement in partnership with local educational organizations



Goal: Actively support City of Upland initiatives through collaboration with City departments

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“Collaborate with local schools..[to] support students.”

- Jim



OPERATIONAL EXCELLENCE

1

Brand Identity and Visibility

Elevate and modernize the Library's brand to clearly communicate its value, services, and community impact, ensuring consistent, recognizable, and engaging messaging across all platforms and touchpoints.



Goal: Refresh the Library's logo and establish comprehensive branding guidelines



Goal: Update wayfinding to create a cohesive, welcoming, and easily navigable experience for all visitors



Goal: Engage new patrons







“Let the community know that the Library is here and how much it has to offer.”

- Chester



Develop a comprehensive roadmap for interior refresh and capital improvements to ensure Library spaces remain safe, functional, modern, and responsive to evolving community needs

-  **Goal:** Pursue grants, fundraising, and creative funding opportunities to enhance the Library's physical space
-  **Goal:** Provide an inclusive, welcoming, and modern Library environment
-  **Goal:** Ensure collection is easy to use and fun to browse
-  **Goal:** Identify and prioritize shovel-ready projects

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“Make the space more engaging.”

- Jim





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