### Strategic Framework 2021–2023

**MISSION**
Mobilize the Madison community to continuously improve, promote, and support Madison Public Library.

**VISION**
Equip Madison Public Library with robust resources to deliver outstanding services, facilities, and programs that meet the Madison community’s needs.

**CORE VALUES**

- **Community:** Engage the community as stakeholders for the library system.
- **Integrity:** Demonstrate transparency in how gifts are used to support the library.
- **Advocacy:** Champion what is best for the library and the community.
- **Leadership:** Act as visionaries in advancing the library.

<table>
<thead>
<tr>
<th>Fundraising</th>
<th>Diversity, Equity, &amp; Inclusion</th>
<th>PR &amp; Communication</th>
<th>Programming &amp; Vital Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>The foundation provides stable, consistent support to the library for ongoing and new initiatives.</td>
<td>The foundation is a socially just and anti-racist institution, and DEI is considered in foundation decision-making.</td>
<td>Community members know that the foundation funds and advocates for Madison Public Library.</td>
<td>The foundation provides innovative programming for donors and supports expanded library services.</td>
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