Mission: Learn, know, gather, grow - your center of community life.

Vision: Where potential is transformed into reality.

Appleton Public Library Strategic Plan
Vision, Mission, Values and Pillars

Hub of Learning and Literacy

- Collaborative Environment
- Enriched Experiences
- Educate and Inspire Youth
- Engaged and Connected
- Creation and Innovation
- Services and Programs for All
- Access
- Literacy
- Welcoming
- Community
Organizational Values

Welcoming
Everyone belongs here.

Community
The library is essential to every person and organization achieving their goals.

Literacy
The City of Appleton is the city of literacy and learning.

Access
The library is accessible physically, culturally and intellectually.

Strategic Pillars

Hub of Learning and Literacy
We support and sustain education for all ages.

Collaborative Environment
We connect with partners to share knowledge and information.

Educate and Inspire Youth
We ensure that children and teens find a supportive place for their futures.

Creation and Innovation
We are a platform that sparks discovery, development and originality.

Engaged and Connected
We focus on how to make a difference in people’s lives.

Enriched Experiences
We provide experiences that are timely, inclusive and aligned with community interests.

Services and Programs for All
We give our community opportunities for growth, self-instruction and inquiry.