

# San Diego County Library

*The Noblest Motive is the Public Good*

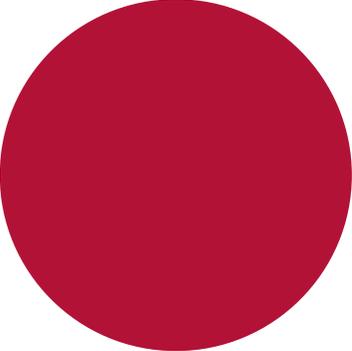
Our Mission,  
Guiding Principles,  
Initiatives, and Values

# OUR MISSION

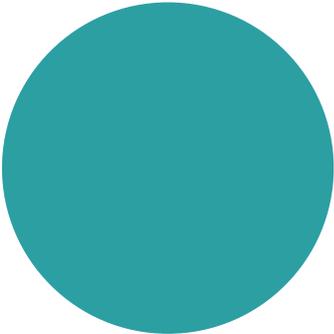
“We celebrate our communities and dedicate our passion and expertise to help you create your own story.”

— *The San Diego County Library Staff*

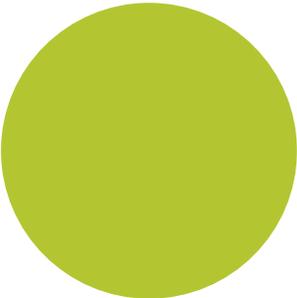
# OUR GUIDING PRINCIPLES



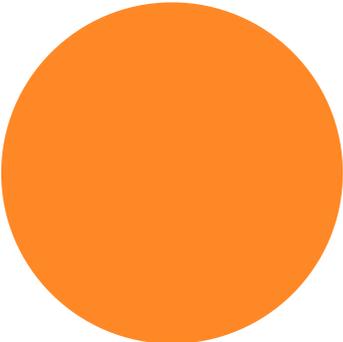
**Learn.** We promote learning, exploration, and discovery for fulfillment and personal growth.



**Energize.** We champion civic engagement and support individuals in shaping the future of their communities.



**Read.** We encourage reading in every way: to develop skills, nurture hope, and motivate a love of reading.



**Create.** We design opportunities to experience and enjoy culture and the arts as a creator and participant.

# OUR INITIATIVES

**Learn.** We promote learning, exploration, and discovery for fulfillment and personal growth.



Foster achievement and build bright futures through the Library High School program, which confers accredited high school diplomas to adults whose education was interrupted.



Cultivate school readiness and encourage a growth mindset for children ages 4-5 and their caregivers by expanding the Kindergarten Gear Up program.



Leverage our broadband connection to the California Research and Education Network to increase and expand learning opportunities for our local communities.

# OUR INITIATIVES

**Energize.** We champion civic engagement and support individuals in shaping the future of their communities.

-  Provide citizenship training classes and citizenship application support to permanent legal residents in partnership with US Citizenship Immigration Services and Jewish Family Service.
-  Support the mission of the Library Friends of San Diego County and the Library Foundation of San Diego County and their resolve to advocate and raise funds for the Library.
-  Support voting and democracy by making every library branch a polling location and/or a mail ballot drop-off location.

# OUR INITIATIVES

**Read.** We encourage reading in every way: to develop skills, nurture hope, and motivate a love of reading.

-  Curate the library's eBook collection to increase readership, ease of use, and discoverability. Innovate our marketing strategy to attract new readers and keep them engaged with the eBook collection.
-  Enhance our storytime classes with early literacy skills building based on research findings in neuroscience and early childhood development.
-  Encourage individual and community conversations about books by engaging customers and staff to explore and discover literature.

# OUR INITIATIVES

**Create.** We design opportunities to experience and enjoy culture and the arts as a creator and participant.



Assess current program offerings through community feedback and partnerships to develop programming that reflects the diverse cultures that we serve.



Support and enhance the mindset of creation and innovation in our library branches through the process developed in *Design Thinking for Libraries*.

# OUR VALUES

## Inclusion

Everyone is welcome. We celebrate the diversity of our communities and staff and actively affirm the dignity of all the people we serve.



## Compassionate Service

Through a lens of compassion, we seek to recognize and advocate for the unique needs of our communities. We provide each library user with the tools for individual success.

## Innovation

We approach opportunities and challenges with creative thinking and bold solutions.

## Trust

We maintain high standards of integrity, expertise, and reliability to build authentic relationships with our communities and with you.

## Teamwork

SDCL is an outstanding team. We take care of each other. We encourage personal growth and it shows in our service.



**Serving the communities of:**

4S Ranch  
Alpine  
Bonita-Sunnyside  
Borrego Springs  
Campo-Morena Village  
Casa De Oro  
Crest  
Descanso  
Fallbrook  
Jacumba  
Julian  
Lakeside  
Lincoln Acres  
Potrero  
Pine Valley  
Ramona  
Rancho San Diego  
Rancho Santa Fe  
Spring Valley  
Valley Center

**Serving the cities of:**

Del Mar  
El Cajon (including Fletcher Hills)  
Encinitas (including Cardiff-by-the-Sea)  
Imperial Beach  
La Mesa  
Lemon Grove  
Poway  
Solana Beach  
San Marcos  
Santee  
Vista

**With mobile libraries and  
24/7 kiosks throughout  
San Diego County**