

SWAN Mission, Vision, Values, and Strategic Initiatives

Mission statement

SWAN is dedicated to supporting our community of member libraries by sharing resources, technology, and encouraging individual and collective growth.

Vision statement

SWAN sets the standard of excellence for member experience. We are the catalyst in creating and nurturing an ecosystem of ingenuity and collaboration. We engage in an open dialogue with our membership and use purposeful communication in our community. We utilize careful planning of our key resources and are ready to seize opportunities as they arise.

Values

We value:
Purposeful communication
Data security
Patron confidentiality
Strategic ingenuity
Nimble solutions
Community
Sustainability

Strategic initiatives

Improve and enhance the patron and member experience
Develop a purposeful communication and dialogue structure
Retention and sustainable growth