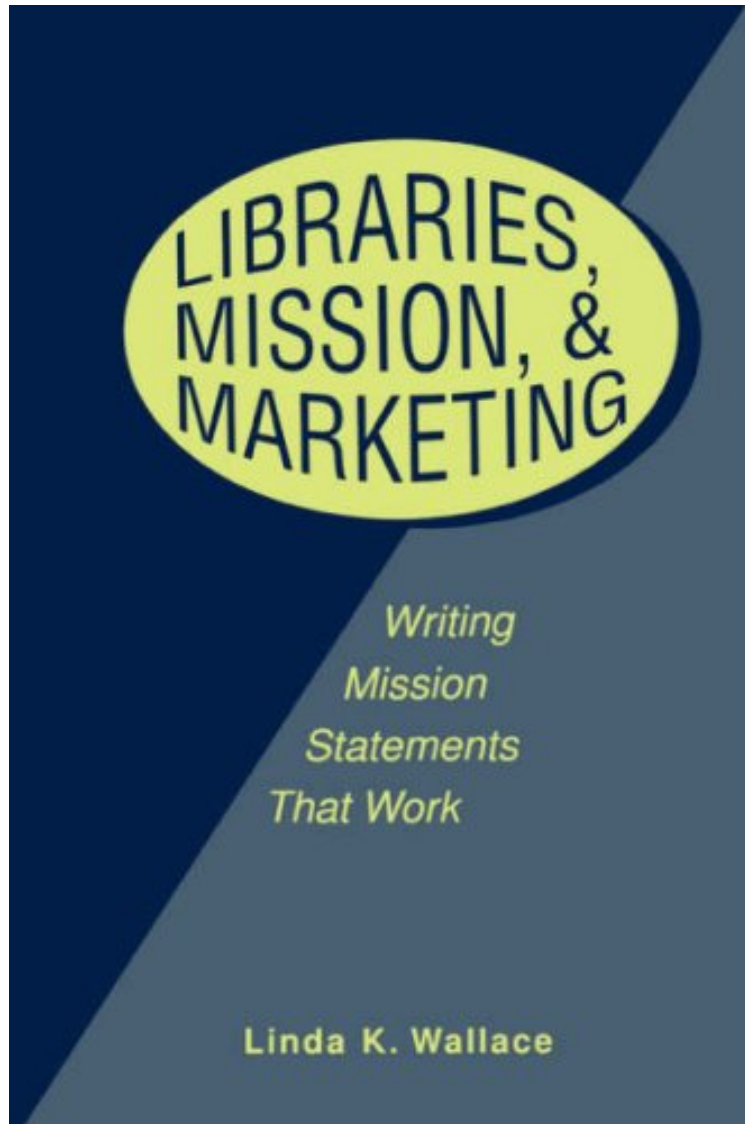


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Libraries, Mission and Marketing: Writing Mission Statements That Work

Linda K. Wallace

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For every library director and administrator, there is a way to describe your organization's value to the community in a few clear, targeted sentences. Create your mission statement and put it to work! Here's how to do it, along with winning models to inspire you in the process. You'll better communicate "why what you do is important and "how your library makes a difference in its community.