

Bethlehem Public Library...opening doors....

*Strategic Plan for 2010-2014
Approved by the Board of Trustees October 12, 2010*

Bethlehem Public Library values its responsibility to enhance the general welfare and quality of life in the community and region it serves. The library pursues excellence in its mission: to provide equal and uncensored access to resources and services that encourage lifelong learning, cultural enrichment, and professional growth.

As an essential service in the community, Bethlehem Public Library

provides superior customer service
respects all individuals
believes in intellectual freedom
believes in importance of access to information for all
operates with absolute integrity
respects privacy and confidentiality
believes all staff members are integral to the library experience
encourages innovation
supports and expects personal and organizational growth
believes in value of partnerships
is committed to strengthening the community

The library is committed to achieving the following goals

I. Innovative, public-focused Services

The library will provide responsive and creative services to meet the changing needs, interests, and expectations of the community.

Strategies:

- Increase customer-focused service
 - Provide training to prepare staff for new service standards
 - Increase staff hours on floor
 - Use new service guidelines to improve walkabouts

- Provide “concierge-type” services, immediate in-person or on phone service
- Achieve “one-call resolution”
 - Train all staff to respond to any telephone inquiry
- Provide more seating for library users
- Use the website for mini-surveys; in-house surveys for non-computer users to determine library use and satisfaction
 - Plan to offer a bi-monthly mini survey
 - Seek community feedback through website, in-library comment cards
- Other

II. Efficiency

The library will strive to contain costs while meeting increased service demands.

Strategies:

- Investigate automated materials handling system
 - Research technology, benefits, space needs, return on investment
- Consider redistribution of staff when vacancies occur
- Investigate transition to paperless newsletter
- Explore other energy conservation options
 - Prepare for replacement of HVAC system
 - Review the energy audit for cost saving options
- Implement computer efficiencies
 - Apply technology to routine tasks (e.g. ordering)
 - Install Windows 7 for hibernation
 - Investigate central public printing

III. Advocacy

The community understands the library is a vital and indispensable asset and proactively advocates on its behalf.

Strategies:

- Provide continuing education to library staff, trustees and Friends to improve their ability to advocate
 - Schedule advocacy seminars e.g. ALA program: Frontline Advocacy
 - Provide printed materials that reflect good advocacy strategies

- Train department heads in coaching methods to improve staff results
- Collaborate with community groups using library meeting rooms
 - Assign a staff member as liaison to each group
 - Provide regular presentations to each group
- Develop a marketing plan
 - Incorporate new logo and tagline into library printed information
 - Evaluate implementing Communication Services poster promotion
 - Use technology such as digital picture frames as infomercials in gathering places throughout the library
- Other

IV. Community and Connections

The library values its partnerships within the community and recognizes the value of fostering a sense of community through library programming.

Strategies:

- Expand Computer Partners programs
 - Offer sequel to original program
 - Hold a graduation party
 - Recognize the success of the students
 - Offer basic Word, Excel, and PowerPoint training
- Increase participatory programs to attract children, teens, and adults
 - Establish monthly family programs
 - Increase collaboration among AS and YS librarians for crossover programming
- Offer volunteer opportunities
 - Assign volunteer co-coordinators from AS and YS
 - Create a viable list of volunteer tasks
 - Identify *ad hoc* board committees for volunteer opportunities
 - Solicit interested participants
 - Evaluate the volunteer program
- Explore ways to collaborate with local service organizations.
 - Generate a list of local service organizations
 - Explore ways for staff to participate
 - Create targeted promotional materials using library resources
- Seek “visibility” opportunities for the library in the community
 - Mobile library card sign-ups

- Flyers and handouts
 - Memorial Day parade
 - Staff membership in service organizations
- Find ways to reach our non-users.
 - Phone survey
 - Determine values of non-users and assess how library can meet these values
 - Develop information flyers to support local service organizations, e.g. firefighters, EMTs
- Review Meeting Room policy
 - Determine community organizations' meeting room needs