Mission

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.

Strategic Connection: Space

Bethlehem Public Library will address space needs for programming, events, collections, quiet study, storage, staff workspaces, comfort, and accessibility through the Long Range Facilities Master Plan.

Bethlehem Public Library plans to fulfill its mission by connecting our community and our world through three strategic directions:

Strategic Directions: Connecting our community; connecting our world

> ➢ Strategic Direction 1: Inclusion and Equity
>
> *To provide equal and uncensored access to resources and services, the library continually commits to work towards inclusion and equity for all users through awareness of and responsiveness to the diversity of the communities we serve.*

> ➢ Strategic Direction 2: Educate and Prepare
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> *Fulfilling our mission to encourage lifelong learning, cultural enrichment, and professional growth, the library will provide technology literacy, digital literacy, education, job readiness, and learning opportunities to prepare our community for the future.*

> ➢ Strategic Direction 3: Sustain and Connect
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> *With a focus on the quality of life in the community, region, and world that we serve, we aim to connect with our community in building a sustainable future through enhanced technology infrastructure and literacy outreach initiatives.*

Strategic Direction 1:
Inclusion and Equity
	➢ Inclusion and Equity: Welcome Initiatives
	    • Create physical and virtual welcome packets for new library card holders
	    • Provide welcome packets for new BCSD families
	    • Translate welcome materials into Mandarin Chinese and Spanish
	    • Evaluate library signage and standardize
	➢ Inclusion and Equity: Focus on perspective
	    • Complete diversity audits in collection materials
	        o Purchase software services for evaluation
	        o Review collection development and materials purchasing to meet needs discovered in diversity audits
	    • Investigate library use trends by patron demographics, location, and post-pandemic use
	    • Establish targeted populations to build new user groups and increase overall library base
	➢ Inclusion and Equity: Staff Training
	    • Invest in diversity and inclusion trainings, social work informed staff training, and programs to work with and for all library users
	    • Encourage staff participation in national conferences or other opportunities
	➢ Inclusion and Equity: Accessibility
	    • Continue to market, increase, and amplify Books to People home delivery book and materials service
	    • Cultivate increased e-content and add more usable interface for integrated digital content, readalikes and NoveList suggestions (separate Encore installation)
	    • Analyze, evaluate, and address barriers to access and use
	        o Online library card registration
	        o Language used in overdue and holds notifications
	        o Evaluate incentivized material return
	    • Hire an agency to perform physical accessibility audit for library space
	
	Programming Focus: Inclusion and Equity
	    • Create a more intergenerational and cohesive programs and experiences
	    • Implement diversity and inclusion metric for all programming
	    • Offer timely, proactive programs based on current events
	    • Make programming accessible to more populations (in-person and virtual)

Strategic Direction 2:
Educate and Prepare
	➢ Educate and Prepare: Job Readiness
	    • Identify external job readiness programs for new graduates and job seekers
	    • Formalize volunteer coordinator and alternative pathways to employment role at library
	➢ Educate and Prepare: Technology Literacy
	    • Continue and increase digital literacy on current software applications through one-on-one, point-of-need assistance and scheduled classes

- Provide access to and training on new and emerging technologies using targeted technology donations
- Purchase and invest in technology and training for digital reformatting available in the studio makerspace and for circulation

Programming Focus: Educate and Prepare
- Technology and digital literacy
- Life skills
- Financial literacy and planning
- Workforce development
- Educational enrichment (including local interest, environment, sustainability, history)
- Collaborate with and promote a connected, sustainable, and resilient community

Strategic Direction 3:
Sustain and Connect

➢ Sustain and Connect: Technology Infrastructure
- Investigate municipal wi-fi
- Invest in power access points outside the library and throughout library grounds
- Explore purchase and installation of a generator
- Expand Wi-Fi offerings and partnerships
- Investigate Wi-Fi continuity for disaster preparedness using satellite internet and portable network kits (PNK)
- Connect state-level broadband access programs to local library-provided resources
  o Provide Chromebooks for $15-per month broadband users
  o Market state and federal broadband access initiatives
➢ Sustain and Connect: Resiliency
- Pursue NYLA Sustainable Library Certification
- Offer at least one environmental program each quarter
- Support financial, environmental, and human centered sustainability in program, resource, and service offerings
➢ Sustain and Connect: Outreach
- Expand pop-up library and off-site programming
- Develop role of outreach coordinator and hire new position
- Create connections and plan to reach homeschool families and virtual learners
- Investigate early literacy outreach libraries and resources at non-traditional locations (laundry mats, offices, etc.)
- Purchase and launch mobile pop-up library vehicle
- Re-establish school outreach offerings and relationships
- Strengthen community connections and partnerships

Programming Focus: Sustain and Connect
- Caregiver support
- Health and wellness events and programming
  o Including a memory café, circulating memory kits, VR technologies
- Social programming (engaging and interactive programs such as trivia, social cafes, games)

Strategic Connection: **Marketing**	➢ Marketing Focus • Develop new marketing plan increase awareness of long-range plan concepts and goals for staff and the public • Maximize impact with current users and develop new audiences when possible (e-mail marketing) • Focus on promotion of services/collections as a whole (market important goal seasonably or weekly) • Encourage and establish procedures for effective peer-to-peer marketing (talking points and wildly important goal) • Increase awareness of long-range plan concepts and goals • Create a crisis communication response team and procedures • Evaluate effectiveness of current marketing toolkit and identify potential new opportunities • Prepare for a shift to a self-broadcasting content model • Integrate marketing activities with existing outreach • Update website to maintain consistency and maximize user experience • Increase social media presence through marketing calendar and staff input/participation • Social media marketing for some regional literary library events