



LONG RANGE SERVICES PLAN 2022-2025

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 will 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 commits to work towards inclusion and equity for all users through awareness of and continued responsiveness to the diversity of the communities we serve.

➤ Strategic Direction 2: Educate and Prepare

To fulfill 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

To 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 in partnership with school district
 - 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
 - Purchase software services for evaluation
 - Review collection development and materials purchasing to meet gaps identified through diversity audits
 - Investigate library use trends by patron demographics and residential location. Compare to use prior to pandemic
 - Expand percentage of total library card holders above current rates (74%)
 - Increase percentage of active card holders each month (above 20%)
 - Establish targeted populations to build new user groups
- 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
 - Online library card registration
 - Language used in overdue and holds notifications
 - Evaluate incentivized material return
 - Hire an agency to perform physical accessibility audit for library space

Programming Focus: Inclusion and Equity

- Create 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
 - 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

Strategic Direction 3:
Sustain and Connect

- Purchase and invest in technology and training for digital reformatting available in the studio makerspace and for circulation
- Educate and Prepare: Early and Literacy
 - Offer caregiver specific training, programs, and resources on early literacy
 - Market early literacy tips for caregivers through social media, newsletter, and printed media
 - Establish tools to effectively support the transition from Pre-kindergarten to Kindergarten
- Programming Focus: Educate and Prepare**
 - Present classes that help develop life skills
 - Offer financial literacy and planning programs
 - Promote workforce development opportunities
 - Provide educational enrichment (including local interest, environment, sustainability, history)
 - Collaborate with and promote a connected, sustainable, and resilient community
 - Offer a variety of cooking classes
- Sustain and Connect: Technology Infrastructure
 - Investigate municipal Wi-Fi options and increased library-provided Wi-Fi access points
 - Invest in power access points outside the library and throughout library grounds
 - Explore purchase and installation of a generator or building-level backup battery
 - 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
 - Provide Chromebooks for \$15/month broadband users
 - 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
 - Increase connections with homeschool families and virtual learners
 - Establish and build connections for early literacy outreach libraries and resources at non-traditional locations; plan for necessary materials, kits, flyers, and furniture
 - Purchase and launch mobile pop-up library vehicle
 - Strengthen school outreach, community connections, and partnerships

Strategic Connection:
Marketing

Programming Focus: Sustain and Connect

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

➤ **Marketing Focus**

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