# *Strategic Plan*

## *2015-2020*

Endless Possibilities...

**Bedford Public Library**

# Vision

To provide knowledge, hope, and endless possibilities.

# Mission

We bring people, information, and ideas together to enrich lives and build community.

# Values

At the Bedford Public Library we:

### Strengthen Community

- Connect people with information and services
- Provide a community space for individuals and groups
- Build excitement for education and learning
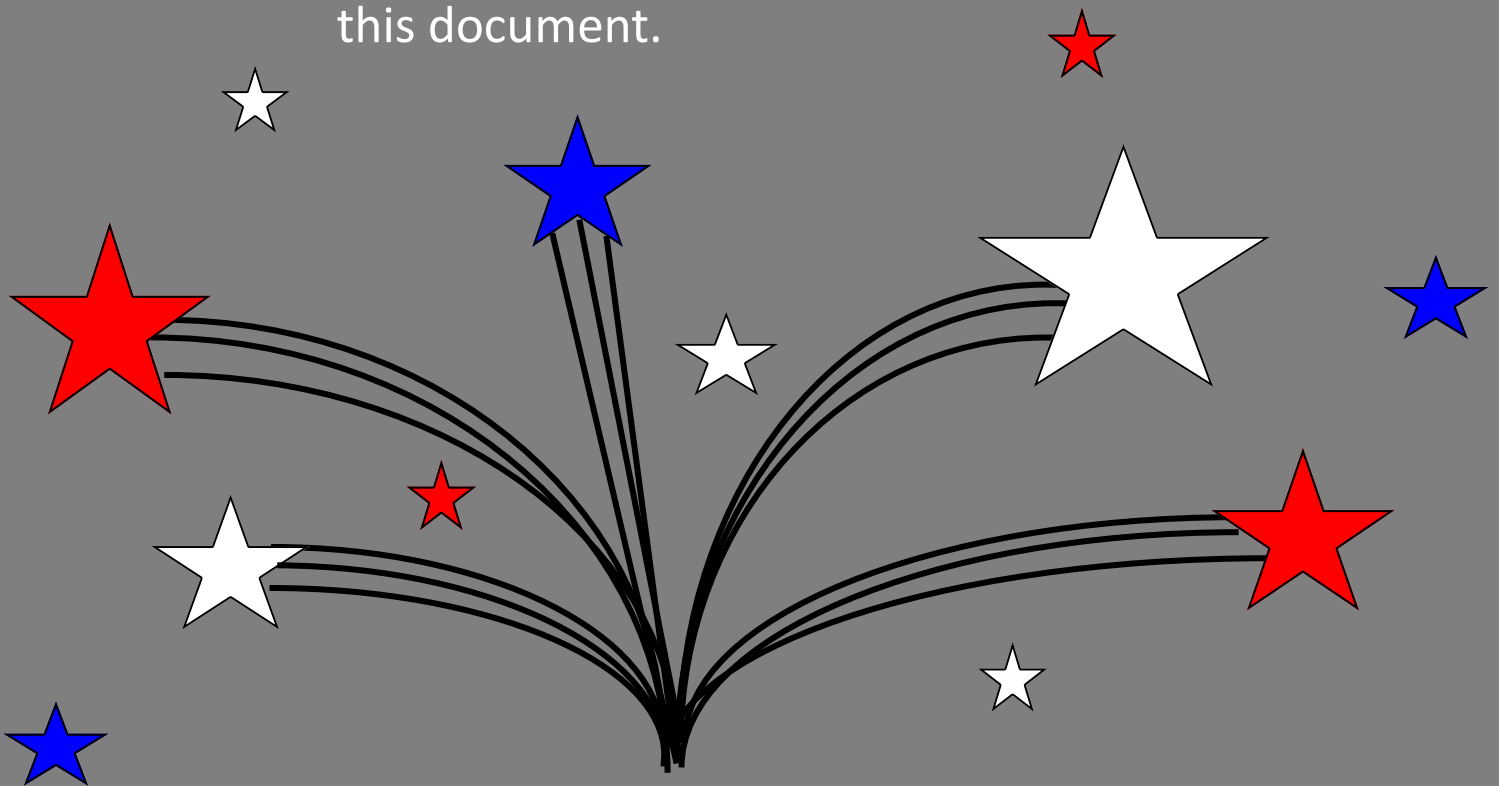- Promote wellness

### Develop Partnerships

- Share skills and programs
- Encourage collaborative efforts
- Advocate for improved services
- Listen and learn from others

### Encourage Innovation

- Recruit and train dedicated and professional staff
- Investigate new funding sources and budget practices
- Focus on future possibilities
- Embrace change
- Explore new technologies

The Bedford Public Library is actively engaged in our community. Our needs assessment was based on the Harwood Aspirations model which we used to determine how we can work in and with our community to improve the quality of life for all who reside here.

Bedford was chosen as an Indiana Stellar Community in 2013. To apply for this designation, our community developed its first comprehensive long range plan in 25 years. This plan is based on feedback from focus groups, data collection, and meetings with leaders in the community.  We participated in this process and were able to benefit from their data collection as well as our own.  We are united in the desire to transform our community into a place that draws people here to live, work, and play.

Our goals, actions, impacts, and indicators of success are outlined in this document.

# Your Library is a community partner

The Bedford Public Library will work with individuals, organizations, and businesses to improve the quality of life for our residents.  Our services will engage and impact persons of all ages in a positive way.

## Customers will experience:

★ Quality programs and services delivered to their school, work, or neighborhood.

★ Staff who help locate and use local, state, and federal services.

★ Leadership that cares about the community and works to provide opportunities for persons of all ages.

★ Library staff presence in places where children, teens, families, and individuals gather.

## Community will benefit from:

★ Strong local networks that foster community growth and success.

★ Coordinated approach to improving education, employment training, and wellness.

★ Resource sharing that results in improved fiscal responsibility.

★ Library staff who know and understand our community and are involved in local activities.

★ Positive local climate where literacy and learning are valued.

## Actions:

★ Partner with local organizations that foster a strong sense of community.

★ Engage persons of all ages outside the Library's walls in programs and services that help enrich their lives.

★ Support a vibrant community that values education, business, and leisure.

★ Connect people with information and services.

★ Help create an environment where wellness is valued and encouraged.

## Indicators of success:

★ The Library will be considered a strategic partner by our schools, Chamber of Commerce, organizations, businesses, and local officials.

★ Staff will be enthusiastic in their approach to outside programming and service delivery.

★ Statistics will reflect increased engagement in our community.

★ Support for the Library will increase.

★ Staff will know and be able to discuss Library values.

★ All media outlets, e-mail newsletter, and website will be used to communicate the Library message of endless possibilities.

# Your Library is innovative

The Bedford Public Library will recruit and train dedicated professional staff who embrace change and explore new technologies. Staff will collaborate with others in our community to develop new programs that help make meaningful connections between students, community, and the world.

## Customers will experience:

★ Services and programs that are new, imaginative, educational, and fun.

★ Energy, optimism, and knowledge from our Board and staff.

★ Access to new technologies and equipment.

## Community will benefit from:

★ Staff and others who can assist customers with existing and emerging technologies and formats.

★ 24/7 access to services and information through a dynamic Library website.

★ Expanded opportunities for people outside the Library to contribute content and programming in new ways.

★ Better understanding of the expanding role of technology in everyday life and the importance of using technology to improve access to information and services.

★ Use of technology to help individuals and the community thrive with financial, intellectual, occupational, physical, and social well-being.

## Actions:

★ Work with other organizations in the community to provide formal and informal learning opportunities.

★ Recruit and train staff who are knowledgeable about technology, who will research new technology, and are willing to share their knowledge with others.

★ Share smartphone apps that help people monitor their health and wellness.

## Indicators of success:

★ Statistics will show a healthier community.

★ Increased involvement with schools, businesses, and organizations to promote STEM (science, technology, engineering, and math) literacy.

★ Library will be considered an educational partner who values and promotes learning outside the class-room.

★ Individuals will view the Library as an organization that relies on technology to carry out its mission.

# Your Library is a destination

The Library staff and administration will create an active public space that is valued by the community. The Library will be a place where the environment is safe and welcoming, friends meet, and information is shared.

## Customers will experience:

★ Library staff who engage with customers in a welcoming and helpful manner.

★ A center that provides information on community events and local organizations.

★ Public gathering place that reinforces the Library's role as a community anchor and offers meeting space to local groups.

★ Programs that educate and entertain persons of all ages, engage children and families, and help develop personal skills.

★ Landscaping and outside environment that is pleasing and inviting to people and wildlife.

## Community will benefit from:

★ Building and grounds that are safe, clean, and attractive.

★ Physical spaces that encourage individual and collaborative use of resources and technology.

★ Better informed citizens that support education and learning.

★ Community place for socialization and individual use.

## Actions:

★ Continue to evaluate use of physical spaces to meet changing needs.

★ Create training opportunities that expand staff knowledge and awareness of community events and programs.

★ Plan, prepare, and present programs that bring people to the Library.

## Indicators of success:

★ People are proud of the Library and tell others about their positive experiences.

★ Visits to the Library will increase.

★ Local organizations use the Library as a meeting place.

★ Diverse and interesting programs are offered to the public.

# Your Library is thinking ahead:

The Library will plan and budget to provide excellent services to our residents.  We will know the impact of our services and be able to share that information with our community in a meaningful way.

## Customers will experience:

★  Hours of operation that meet their needs.

★  Facility that is sufficiently funded and well maintained.

★  Programs, services, and collections that reflect a knowledge and awareness of the community.

★  New and continuing programs made possible or supplemented by donations from community sponsors.

## Community will benefit from:

★  Library Board, staff, and community members that successfully promote and market the Library.

★  Access to important services, resources, and programs due to sound fiscal management.

★  Community partner that is able to help sustain community services.

★  An organization  that will listen to and learn from others.

## Actions:

★  Collect and evaluate data and statistics from our organization and others.

★  Use Library's Technology Plan as budgeting tool.

★  Seek community partners to help fund Library and local initiatives.

★  Share information with local government and organizations.

★  Develop instruments to measure success in completing goals outlined in Strategic Plan.

## Indicators of success:

★  Decisions based on data, knowledge of the community, and critical thinking.

★  Library will have a formal way to collect and share survey, statistical, and anecdotal data with the public.

★  Library will maintain a positive cash balance that ensures funding for the future.

★  Library will meet all Indiana Public Library standards