

Berkeley Public Library Strategic Plan: 2011-2013 Amendment

Initiatives, December 2011

Executive summary:

The Berkeley Public Library Strategic Plan was developed in 2007-2008 for a three-year period ending this year, 2011. The plan defined specific strategic goals and initiatives which guided Library staff in the decisions around how to allocate resources in order to deliver the highest possible quality library services to the community. The planning process took place within the Public Library Association's (PLA) "Library Service Responses", which are defined as the services that public libraries do for, or offer to the public in an effort to meet a set of well-defined community needs.

At the conclusion of the three-year Strategic Plan period, the Library staff and Board of Trustees have elected to amend the existing plan within the PLA service response framework for an additional two years, roughly equivalent to the period in which BPL will be renovating, expanding and re-building its four neighborhood branch libraries. Staff workshops, focus groups, and a public workshop have taken place to develop the 33 new staff initiatives listed under the five service responses below. These activities will be a primary focus of Library staff during 2012 and 2013.

Service Response: Reading, Viewing, Listening for Pleasure

Strategic Goal #1: Berkeley residents find materials they need in or through BPL

Initiative 1a: Prepare collections at South and West Branch Libraries prior to closing and storage

- *Timeline: Year 1*

Initiative 1b: Implement opening day collections at Claremont, North, South and West Branches

- *Timeline: Year 1*

Initiative 1c: Audit Circulation and access-related policies

- *Timeline: Years 1 and 2*

Initiative 1d: Update classifications of selected collections to current edition of Dewey Decimal Classification

- *Timeline: Year 2*

Initiative 1e: Create and implement a Collection Disaster Plan to ensure continuity of mission

- *Timeline: Year 2*

Strategic Goal #2: Berkeley residents have quick and easy access to materials from the entire BPL system

Initiative 2a: Purchase and implement automated sorting systems at newly-opened branch libraries

- *Timeline: Years 1 and 2*

Initiative 2b: Increase the number and promote the use of self-checkout stations

- *Timeline: Years 1 and 2*

Initiative 2c: Continuation of Tool Library service during South Branch closure period

- *Timeline: Years 1 and 2*

Initiative 2d: Review and streamline holds fulfillment procedures

- *Timeline: Year 1*

Initiative 2e: Review, revise, and unify materials processing procedures

- *Timeline: Years 1 and 2*

Service Response: ***Early Literacy- Create Young Readers***

Strategic Goal #3: Early elementary children build their reading skills and their enjoyment of reading

Initiative 3a: Identify and develop programs and services supportive of the 2020 Vision for Youth goals: kindergarten readiness and 3rd grade reading proficiency

- *Timeline: Year 1*

Initiative 3b: Promote and expand youth and family programming in new branch community rooms

- *Timeline: Year 1*

Initiative 3c: Increase outreach to Berkeley's pre-schools

- *Timeline: Years 1 and 2*

Service Response: ***Providing a Welcoming, Safe, Comfortable Environment***

Strategic Goal #4: Berkeley residents enjoy libraries with welcoming, safe, functional and comfortable environments

Initiative 4a: Reopen renovated and expanded Claremont and North Branch Libraries

- *Timeline: Year 1*

Initiative 4b: Close South and West Branch Libraries for construction and replacement

- *Timeline: Year 1*

Initiative 4c: Temporary relocation of Tool Lending Library

- *Timeline: Year 1*

Initiative 4d: Establish a Family Place Program space in the Central Children's Room

- *Timeline: Year 1*

Initiative 4e: Identify physical enhancements to make the Central Teen Room more welcoming to teen patrons

- *Timeline: Year 2*

Initiative 4f: Enhance career pathways and staff development by implementing a Leadership Development Program & orientation program for Youth Workers

- *Timeline: Year 1*

Initiative 4g: Enhance safety by developing Difficult Situations Manual for Supervisors, automating Incident Reports

- *Timeline: Year 1*

Service Response: Lifelong Learning – Satisfying Curiosity

Strategic Goal #5: A broader base of Berkeley residents are habitual library users

Initiative 5a: Adopt a mobile app for easier access to BPL's digital content

- *Timeline: Year 1*

Initiative 5b: Nurture and grow outreach to YMCA Teen Center & partnership with Berkeley High School students, faculty and staff to expand awareness of BPL services among Berkeley youth

- *Timeline: Years 1 and 2*

Initiative 5c: Develop a museum partnership program to expand patron access to and awareness of local cultural organizations

- *Timeline: Year 1*

Initiative 5d: Establish a comprehensive social media strategy to clarify objectives and identify new audiences

- *Timeline: Year 1*

Initiative 5e: Redesign BPL web sites for easier navigation

- *Timeline: Year 1*

Initiative 5f: Develop and implement a Communications Plan for internal and external communications

- *Timeline: Years 1 and 2*

Strategic Goal #6: Adults frequent Berkeley libraries for their high quality programs

Initiative 6a: Build and sustain partnerships with local cultural and other community organizations through co-sponsored, collaborative events

- *Timeline: Year 1*

Service Response: Public Access Computers

Strategic Goal #7: Patrons use with ease BPL's content-rich and accessible electronic resources

Initiative 7a: Establish laptop cart program at newly opened branch libraries to make notebook PCs available for checkout

- *Timeline: Year 1*

Initiative 7b: Develop mobile app to expand access to BPL digital content.

- *Timeline: Year 1*

Initiative 7c: Provide iPads with accessible apps for patrons with technology access challenges

- *Timeline: Year 1*

Initiative 7d: Establish viable e-book and e-audiobook collections

- *Timeline: Year 1*

Initiative 7e: Enable public computer reservations via telephone

- *Timeline: Year 1*

Initiative 7f: Review and unify system-wide computer use procedures

- *Timeline: Year 1*