Strategic Planning, 2014

Berkeley Public Library, Board of Library Trustees
December 10, 2014

Strategic Planning 2014

- Staff Input
- Public Input
- Preliminary Results
- Next Steps
Staff Input

- All-staff visioning meetings
  - Interactive & collaborative
  - Across departments, locations, level of responsibility

- Smaller prioritization meetings
  - At various times and locations

What kind of library do we want to be?
Staff Input

Overall Characteristics
• Innovative
• Adaptive
• Service Oriented
• Relevant
• Fun!

Staff
• Empowered
• Motivated
• Well-trained

Spaces
• Safe
• Comfortable
• Welcoming

Outreach
• Expand partnerships
• Build community relationships
• Maintain efficient, fiscally sound operations

Public Input
“Ask them!”

- Key Informant Interviews
- Survey
- Town Hall Meetings

Maximize public input
Survey

- Online
- Concurrent with April Branch Out programming
- In-library promotion
  - On website and catalog computers
  - On iPads at programs
  - Flyer in holds and new books
- Out-of-library promotion
  - On website
  - On Facebook
  - On laptops and iPads at outreach events
- Open for one month
- 400 Completed Surveys

Key Informant Interviews
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Defined process

1. Identify
2. Contact
3. Interview
   a. Interview Close
4. Follow up

*All levels of staff at all points in the process*
Key Informant Interviews

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All levels of staff at all points in the process

Key Informant Interviews

- Contacted 110 people through initial identification and referrals
- Completed 80 interviews
Town Hall Meetings

Question 1.
What is the single most important contribution the library makes to our community today?

Question 2.
What one thing could the library do to better serve the community?
Town Hall Meetings

- Patrons developed personal answers
- Table Captain led discussion towards table-level consensus
- Facilitator and Table Captains led discussion toward branch-level consensus
- Managers synthesized branch data to identify similarities

Town Hall Meetings

- In-library promotion
  - Signage
  - Flyers

- Out-of-library promotion
  - Targeted press contacts
  - Social Media

- 100 participants
Results - Survey

- Top reasons for using the library
  - Borrow materials (physical and digital)
  - Discover new authors, titles

- Top priorities for library collections
  - Physical collections
  - Access to materials not available in Library

- Top priorities for library facilities
  - Increasing public service hours
  - Provide a welcoming, safe, comfortable environment
Results – Key Informant Interviews

- **Key community challenges**
  - Economic gap
    - Lack of job training, opportunity gap
  - Affordable housing
  - Education gap
  - Diversity
  - Budget cuts, restrictions
    - Social services, non-profits

- **Key library opportunities**
  - Community collaboration
    - Promotion of library
    - Community Hub

Results – Town Hall Meetings

- **The library’s most important contribution is:**
  - Free and easy access to a variety of materials, programs and services
  - Welcoming to all community members
    - Social equalizer, social safety net
  - Safe, accessible, attractive spaces
  - Community congregation for shared experience
  - Positive learning environment (self-education)

- **The library can better serve the community through:**
  - Increased service hours
  - Outreach
    - Get to where the people are
    - Connect with non-users, youth, underrepresented
  - Partnerships
  - Better promotion of the library
  - Volunteers
    - Utilize community specialties
Next Steps