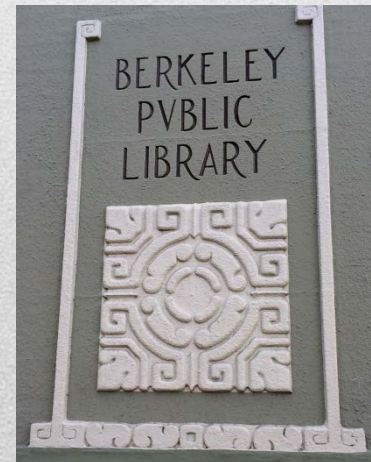




Berkeley Public Library Strategic Plan FY 2015-2018

Supporting the People's
Right to Know



- The Berkeley Public Library supports the individual's right to know by providing free access to information and by developing collections and services which meet the diverse needs of our multicultural community.



Mission Statement

- April 2014: Engaged Library Staff Seeking Input
- May 2014: Meetings with Stakeholders
- May 2014: Town Hall Meetings
- November 2014: Information Compiled
- January 2015: Staff Meeting Follow-up
- February 2015: Stakeholder Meeting Follow-up
- March 2015: Strategic Plan Draft Completed
- May 2015: Strategic Plan Completed

The Strategic Planning Process



Overall Characteristics

- Innovative
- Adaptable
- Service Oriented
- Relevant
- **Fun!**

Staff

- Empowered
- Motivated
- Well-trained

Spaces

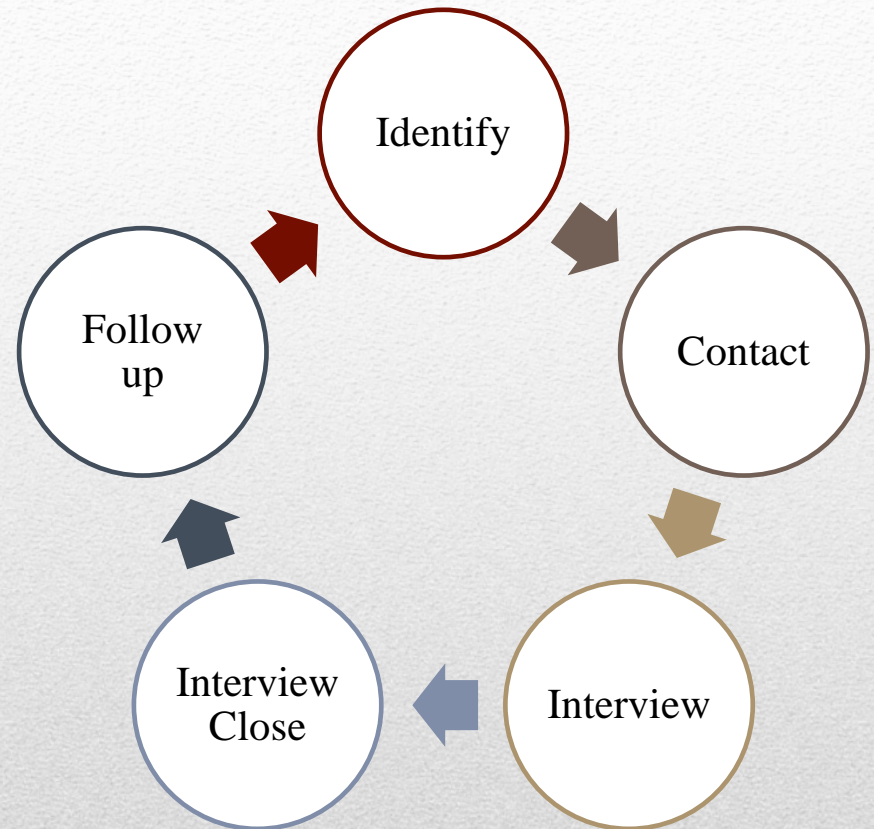
- Safe
- Comfortable
- Welcoming

Outreach

- Expand partnerships
- Build community relationships
- Maintain efficient, fiscally sound operations

Staff Input

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



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 – Key Informant Interviews

- Building **COMMUNITY**
through **COLLABORATION**
and **CONVERSATIONS**

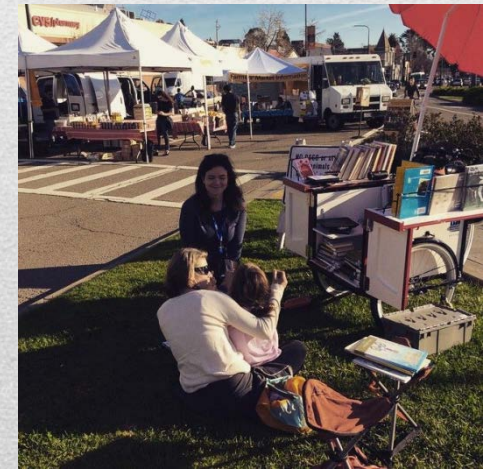


Strategic Plan

- Bolster **LITERACY** in all its forms to bridge the achievement gap:
 - Strategy 1: Develop dynamic services, programs and collections that meet individuals' and community needs and interests
 - Strategy 2: Develop strategies and services to support curriculum, educational preparedness and literacies for all generations
- Foster a culture of flexibility by optimizing **OPERATIONAL EFFICIENCIES**:
 - Strategy 1: Be progressive, responsible, responsive and welcoming
 - Strategy 2: Be a central hub for congregation, shared experiences and innovation
- Raise awareness of Library through **MARKETING**:
 - Strategy 1: Promote the Library's value to our community
 - Strategy 2: Promote Library programs, services and collections to raise the Library's profile
- Leverage resources through **PARTNERSHIPS** for greatest impact:
 - Strategy 1: Construct partnerships to offer inspired services, programs and collections of interest to all generations of users
 - Strategy 2: Construct partnerships to connect people to services and information
- Utilize **TECHNOLOGY** to strengthen digital presence and bridge digital divide:
 - Strategy 1: Connect people and services creatively through free access to information and resources
 - Strategy 2: Connect people to services and information through technology as a social equalizer

Strategic Plan Goals

- 1. Align Berkeley Public Library with the City of Berkeley 20/20 Vision for Berkeley's Children and Youth
- 2. Develop strategies and services to support curriculum, educational preparedness and literacies for all generations



Bolster LITERACY

- **Kindergarten Readiness**
- **Reading Proficiency by 3rd Grade**
- Student Attendance
- Successful Completion of 9th Grade Math Standards
- **College and Career Readiness**
- Disproportionality in Suspensions
- Disproportionality in Police Contacts
- Student Engagement

2020 Vision for Berkeley's Children & Youth

- **1a.** Review and Recommend Databases geared towards Teen College and Career resources. Provide Tutor.com with training and marketing into local schools by September 2015.
- **1b.** Liaison with High School to provide regular training on Databases for students and teachers by October 2015
- **1c.** Each Library branch will have one formal Teen Advisory Group to guide Programs, Services, and Collection Development by October 2015



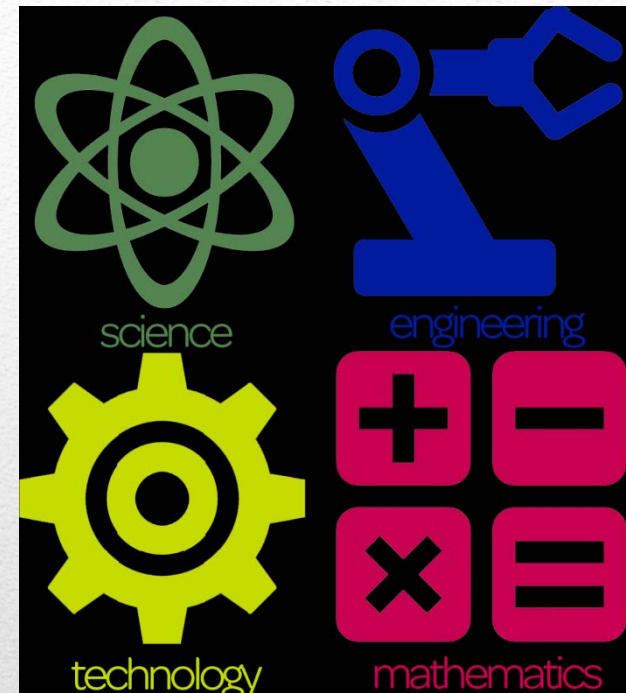
Focus on Student Support: Teens

- **1d.** Develop a trained volunteer program to enhance early literacy skills at Berkeley Pre-Schools and Daycares by January 1, 2016
- Create and produce a monthly Early Literacy newsletter including literacy tips & ideas for parents, as well as info on programs and materials by January 1, 2016
- **1e.** Pilot a Book machine Project at a select Berkeley Pre-school to provide proof of concept to enhance programs by January 1, 2016
- **1f.** Work with School Media Specialists and local school administrators to develop curated lists tailored to curriculum needs. Provide lists by January 1, 2016
- **1g.** Develop system-wide Early Childhood Service Plan for Implementation by July 1, 2016
- Develop system-wide School Age Service plan by July 1, 2017



Focus on Student Support: Every Child Ready to Read

- **1h.** Develop a series of inter-generational STEM programs in Library in partnership with local organizations by October 2016
- **1i.** Enhance Volunteer Program to expand literacy programming to local elementary Schools by January 1, 2018
- **1j.** Expand Volunteer Programming to include story visits to WIC, public health, and other organizations serving children and families by October 1, 2017
- **1k.** Continue to expand services to enhance School Readiness and Grade Level Reading by the Third Grade Reading Level based on success of pilot programs by July 1, 2018



Focus on Student Support:
Every Child Ready to Read

- **2a.** Review and revise the Library's Collection Development Policy and practices, inclusive of developing a plan that curates collections that respond to, anticipate and reflect community needs, interests and trends and recommend to BOLT by October 1, 2015
- **2b.** Develop and Focus the Library's digital and streaming collections, especially high-demand content by January 1, 2016
- **2c.** Expand the Books by Mail program to reach more home bound patrons through a promotional campaign and by working with local senior services agencies by June 1, 2016
- **2d.** Expand shelf-ready processing to other areas of the collections and expand the Lucky Day program to an online platform by June 1, 2016



Support Curriculum for All Generations

- 2e. Expand BerkeleyREADS Partnership with the AB 86 North-Alameda County Consortium for Adult Education by June 1, 2017
- 2f. Track the number of patrons who achieved self-identified education and job preparedness goals by January 1, 2018
- 2g. Identify new or emerging electronic devices and digital platforms and formats to include as part of Library services and collections by July 1, 2018



Support Curriculum for All Generations

- 3. Be a progressive, responsive, responsible and welcoming organization
- 4. Be a central hub for congregation, shared experiences and innovation

OPERATIONAL EFFICIENCIES

- **3a.** Evaluate systems, processes and service models in all division operations, implementing improvements to streamline workflow, increase capacity and improve services to best be responsive to community needs and recommend Changes to BOLT by July 1, 2015
- **3b.** Facilitate communication at all organizational levels via new or revised, improved consistent in-person and online models to better link staff and community. Implement new Intranet for Staff by July 1, 2015
- **3c.** Develop and train staff on customer service standards in order to exceed expectations of service, both internally and externally. Staff will be required to attend four trainings per year (webinar, in-person, or conference) by January 1, 2016
- **3d.** Implement recommendations in Safety Audit report, inclusive of establishing an Emergency Communication Plan to ensure timely dissemination of emergency information to all staff. Recommend changes to BOLT by July 1, 2015
- **3e.** Develop an annual system-wide programming plan that is responsive to community interests, highlights BPL's resources and materials and reflects the City's cultural diversity Action item: Implement by September 1, 2015
- **3f.** Develop and train staff on customer service standards in order to exceed expectations of service, both internally and externally. Collection Development Team will develop training schedule on new collections and databases by January 1, 2016



Be Progressive

- **3g.** Develop and implement a staff development plan, inclusive of an All Staff Day event and training plan to provide employees with the tools to enhance their effectiveness Action Item: Develop plan by October 2015
- **3h.** Upon implementation of new BPL intranet create a Human Resources Corner on site. Staff will have access to most in-demand HR items and FAQs on key questions by December 31, 2015
- **3i.** Identify City of Berkeley core required trainings and ensure BPL staff is enrolled in these trainings to meet City standards by January 31, 2016
- **3j.** Maintain a balanced biennial budget, inclusive of maintaining budget reserve and illustrate stakeholders' ROI Recommend Annually to BOLT by April 30, 2016
- **3k.** Work with BPL management to host its' 2nd All Staff Development Day for May 2016
- **3l.** Further develop the Library's volunteer program in ways that help the Library grow its services and programs and provide meaningful and fulfilling opportunities to engage the community's citizens. Assess Volunteer Program September 1, 2016



Training

Be Progressive

- **3m.** Explore ways to increase energy savings and sustainability efforts in facility maintenance and improvement efforts and educate the public on the Library’s “green” practices Action item: Circulate materials that assist Berkeley Residents in becoming more energy efficient by October 1, 2016
- **3o.** Explore communication formats for improved and increased public feedback on organizational performance and responsiveness Action Item: Review Counting Opinions interface to make the library more responsive to ongoing issues by December 31, 2017
- **3p.** Develop and implement training for all staff on the service needs of children, teens and families by June 1, 2018



Be Progressive

- **4a. Central Hub Action Item:** Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action; complete construction of new Central Library teen room. Develop Annual Review with recommendations by Facilities March 2016
- **4b.** Designate Central Library public spaces for use as technology labs, digital zones and other maker spaces that engage residents in creating content and learning new digital skills. Review Space Needs at Central by July 1, 2017



Central Hub

- 5. Promote the Library's value to our community
- 6. Promote Library programs, services and collections to raise the Library's profile

MARKETING

- **5a.** Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Include Monthly Report to BOLT on all Library Activities from all divisions by July 1, 2015
- **5b.** Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Create Quarterly Assessment Tool to review goals for all programs, services, and collections by January 1, 2016
- **5c.** Identify and target outreach to new and emerging populations groups in the City, especially attracting and growing the adult patron base of 18-24 year olds by offering and promoting targeted programs and events Develop Plan by July 1, 2018
- **5d.** Develop new Marketing Plan



Promote Community Value

- **6a.** Develop a comprehensive marketing plan, inclusive of a new logo and component to enhance virtual marketing through increased use of social media tools Action Item: Create Marketing Team by September 1, 2015
- **6b.** Brand and market programs for greater visibility and to better connect to community interests Action Item: Schedule Out Programming for year starting September 1, 2015
- **6c.** Promote the Library's free meeting spaces, virtual services and programs digitally and through social media. Meet with local schools and non-profits to advertise space by January 1, 2016
- **6d.** Develop and launch an Early Literacy web-page for parents and caregivers by February 1, 2016
- **6e.** Develop a publicity campaign to promote the Library's digital resources to increase aware and use Develop marketing programs around e-resources ex. Database of the Week, Library Apps for your Phone, Your Library in More Places by July 1, 2016
- **6f.** Develop and offer an annual signature event that is branded and identifiable as the Library's and inspires community engagement, such as One City/One Book



Promote Library Programs

- 7. Construct partnerships to offer inspired services, programs and collections of interest to all generations of users
- 8. Construct partnerships to connect people to services and information

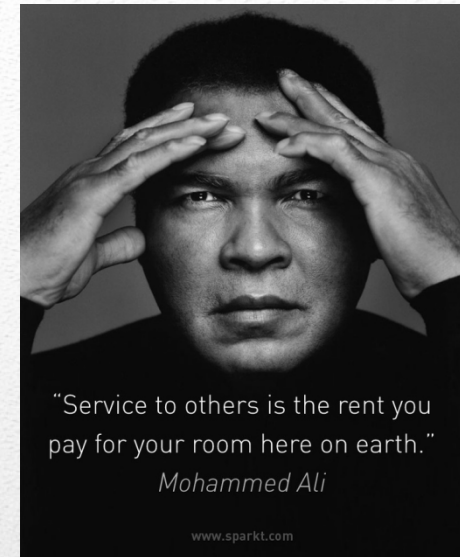
Leverage Partnerships

- **7a.** Establish an annual outreach schedule for participation at City-wide events and host activities that increase neighborhood awareness and civic engagement, such as National Night Out, Bay Festival and pop-up libraries Programming Team will develop a list of Berkeley Events and coordinate Outreach by September 1, 2015
- **8a.** Re-establish Berkeley History Room Hours by September 1, 2015
- **8b.** Participate in Berkeley History networking opportunities to enhance programming and collections by September 1, 2015 Action Item: Work with Berkeley History Partners to present system-wide programming with a local history team throughout May, 2016
- **7b.** Provide an online networking communications tool to Berkeley community organizations within the Berkeley Information Network (BIN) to enhance and create partnerships, collaboration, community, and publicity. Action Item: Send a representative to Homeless Task Force Meetings. Survey Homeless Taskforce to determine biggest needs in community. Action Item: Create a Berkeley Information Network Fair to invite community meetings on the City of Berkeley's most critical issues. Provide quarterly meetings and invite groups starting in October 2015.
- **7c.** Develop Tool Library Programs with regular classes by community groups on tools and promotion of tool selection by September 1, 2015



Leverage Partnerships

- **7d.** Develop Chromebook Pilot Project with Berkeley High School with a focus on lending laptops to underserved students by October 1, 2015
- **7e.** Encourage staff participation and membership in business and civic associations, city-wide committees and regional organizations
Action Item: Review local organizations, categorize, and offer to staff by January 1, 2016
- **8c.** Create History Room Development Plan in order to properly Preserve, Curate, and Digitize Berkeley History Room Items by January 2016
- **8d.** Review Language services and collections provided by the library and ensure consistent services. Outreach to local organizations that provide language services to mono-lingual non-English speakers by January 2016
- **7f.** Explore partnership opportunities with local agencies and community organizations for potential self-service kiosk sites in underserved and in high traffic areas of the City to enable 24/7 access to materials by July 2017
- **8e.** Make deposit collections of low-cost books available at WIC, public health, family shelters, and other organizations serving children and families by October 1, 2017
- **7g.** Analyze City demographics to identify underserved areas of the City and collaborate with local agencies to share spaces for and promotion of non- and traditional library services by July 2018
- **8f.** Explore ways to enhance Berkeley History Room by July 1, 2018
- **7h.** Begin process of new Strategic Plan by January 1, 2019



Leverage Partnerships

- 9. Connect people and services creatively through free access to information and resources
- 10. Connect people to services and information through technology as a social equalizer

Utilize Technology

- **10a.** Develop Library Technology Team with IT and Adult Reference to provide internal and external training by September 1, 2015
- **9a.** Increase Bandwidth System-wide with help from CENIC Consortium by October 1, 2015.
- **10b.** Conduct a technology needs assessment, identify strategic technology improvements and draft a three-year Technology Strategic Plan for the Library, inclusive of a training program for staff to learn new devices, software and applications by October 2015



Utilize Technology



Berkeley Public Library Strategic Plan FY 2015-2018

Thank You!

Supporting the People's
Right to Know
