

BERKELEY PUBLIC LIBRARY: FY 2019 ACTIVITIES TO SUPPORT CITY OF BERKELEY STRATEGIC PLAN

Berkeley Public Library is an integral City of Berkeley service. With over 1 million visitors per year, the Library's facilities and online services are among the most vital public service points for City residents. The City of Berkeley has developed a draft Strategic Plan (the "Plan") with nine (9) long-term strategic goals. The Library Council, a team of roughly 25 Library staff in lead roles (supervisors, senior librarians, and managers), identified three (3) key goals from the Plan that significantly relate to the Library's mission:

- Provide state-of the-art, well maintained infrastructure, amenities, and facilities
- Champion and demonstrate social and racial equity
- Provide excellent, timely, easily-accessible service and information to the community

The Library has identified a number of operational initiatives and activities designed to help meet these goals. Some of these began in 2018 and are nearing completion, while others will require significant effort to initiate.

PROVIDE STATE-OF THE-ART, WELL MAINTAINED INFRASTRUCTURE, AMENITIES, AND FACILITIES:

- 1) Develop and implement *Facility Maintenance Plan*.
- 2) Complete project to replace stucco and window systems on Bancroft wing of the Central Library.
- 3) Break ground on long-deferred Central Library 1st and 2nd floor interior improvements, including creation of a new, dedicated teen space; creation of additional quiet study areas and seating options; and updated service desks, shelving areas, lighting, and flooring.
- 4) Perform Library-wide signage audit; develop and implement signage plan using User Experience (UX) principles for improved wayfinding; identify opportunities for digital wayfinding.
- 5) Initiate community and staff input process for update of Central Library children's floor.
- 6) Replace aging vehicle fleet for improved staff/community safety and to reduce amount of time vehicles are unavailable for use.
- 7) Update self-service and automated materials handling systems infrastructure and equipment for improved user experience.
- 8) Improve and streamline user experience of Library's public computers; initiate RFP team to identify solutions.
- 9) Upgrade Library's high speed internet services to 10 Gigabytes to enable greater access to online resources.
- 10) Identify and implement methods to support City of Berkeley's initiative to bridge the digital divide, including collaborating with community organizations to hold a Tech Fair.
- 11) Identify opportunities for increased self-service laptop lending options at all facilities

CHAMPION AND DEMONSTRATE SOCIAL AND RACIAL EQUITY:

- 1) Implement fine-free practices.
- 2) Reduce barriers to library card ownership by updating library card access rules.
- 3) Identify, implement, and sustain monthly public programs that support the learning and cultural interests of a diverse community.
- 4) Enhance and update bilingual materials collections.
- 5) Ensure adequate access to all-gender bathrooms at each facility.
- 6) Maintain and develop the Tarea Hall Pittman South social justice programming series.
- 7) *Community Outreach in the Library (COIL)* expands to include additional service providers (at least two more regular participants) and opportunities for one-stop-services.
- 8) Identify methods to encourage MLIS degree program participation among paraprofessional staff; invest in training opportunities at all classification levels, including increased participation in regional conferences.
- 9) Identify strategies to ensure increased diversity of applicant pool across recruitments for all classifications, and particularly for professional positions.

PROVIDE EXCELLENT, TIMELY, EASILY-ACCESSIBLE SERVICES AND INFORMATION TO THE COMMUNITY:

- 1) Develop and increase capacity to offer services that support science, technology, engineering, and math (STEM) learning experiences across all age levels; effective STEM programs occur at each site on a monthly basis.
- 2) Integrate media lending into Library's Link+ service to increase access to quality media collections.
- 3) Expedite recruitments for currently vacant professional and paraprofessional positions, including for Central Support division, to enable successful implementation of first floor improvements.
- 4) Initiate *Social Media and Public Communications Plan* to improve clarity of messaging and provide for increased community awareness.
- 5) Integrate evaluative framework into public programming practices to enable Library to assess and improve public program offerings to satisfy diverse community needs.
- 6) Convene *Integrated Library System Migration Team* to ensure improved patron experience of online circulation services and catalog; develop effective and efficient operational workflows; and to create and implement training and documentation plans.
- 7) Perform assessment of the Central Library's History Room collections to identify opportunities for digitization and improved access.
- 8) Perform annual patron satisfaction survey to help shape future departmental priorities.
- 9) Enhance Library website with expanded online readers' advisory and reference services.
- 10) Implement strategies identified in the draft *Collection Management Plan*, including ongoing collection refreshment and identification of new collection areas to satisfy diverse and changing community interests.
- 11) Deepen collaboration with Berkeley Unified School District (BUSD) towards universal library access for BUSD students.

12) Refine closing and opening procedures to ensure community and staff safety.

The following are departmental priorities related to **Internal Work & Communications**:

- 1) Develop employee/procedures manual.
- 2) Increase participation of staff in leadership trainings, professional conferences, and regional meetings.
- 3) Develop recruitment outreach plan.
- 4) Department successfully migrates to the City's new Enterprise Management System to improve accountability and payroll practices.