



## **Strategic Plan**

**2022 – 2026**

### **Mission Statement**

***The Barclay Public Library District exists to create community connections,  
support learning opportunities and provide exceptional service.***

# **STRATEGIC DIRECTIONS**

## **SD1. CREATE A SUCCESSION PLAN**

BPLD does not currently have a succession plan. This could make future transitions in leadership more difficult, with the potential for lost paperwork, passwords, and contacts.

**Objective 1:** Develop a thorough succession plan.

- Tactic: Record important documents to be filed, where and how they are filed, and their deadlines.
- Tactic 2: Document usernames and passwords.
- Tactic 3: Note essential contacts, such as the lawyer, accountant, consortium, etc.

## **SD2. EXPAND MARKETING**

Keeping our patrons informed of resources and services that can benefit them increases the value of the library in the community. When people value their library, they are more likely to volunteer at and financially support their library.

**Objective 1:** Promote our digital resources.

- Tactic 1: Ensure all staff are thoroughly trained in the use of our digital books platforms.
- Tactic 2: Promote one on one appointments for patrons to schedule training sessions to learn to use our digital resources
- Tactic 3: Make or link to videos on how to use digital resources.

**Objective 2:** Design and/or redesign print resources to provide the most relevant information using an up-to-date look.

- Tactic 1: Redesign the monthly brochure to look current and professional.
- Tactic 2: Highlight library materials, programs and services using

multiple marketing methods (i.e. social media, print newsletter, digital newsletter).

- Tactic 3: Teach staff to seek out opportune moments to market the library.
- Tactic 4: Develop “Gifts and Memorials” and “Donations” marketing materials.
- Tactic 5: Create print and digital marketing materials that highlight our programs, services, book clubs, and digital offerings.

### **SD3. OUTREACH TO HARRISTOWN AND LATHAM COMMUNITIES**

The Harristown and Latham communities are prime locations for outreach.

**Objective 1:** Find ways to provide services in Harristown and Latham.

- Tactic 1: Install pickup lockers outside of Harristown Village Hall.
- Tactic 2: Stock a small collection of books in Harristown Village Hall.
- Tactic 3: Partner with Harristown schools to integrate the library into educational programming and events.
- Tactic 4: Offer children’s programs in the Harristown Village Hall community room.
- Tactic 5: Using Harristown as a pilot program, research places to provide programming in Latham and expand programming if a suitable location is found.

### **SD4: SMART SPACE THE LIBRARY: REARRANGE, RECOLOR, REVITALIZE**

The library has not changed its appearance for many years. It is lacking some modern features and it is also running out of room. Modernization, rearranging and revitalization is needed.

**Objective 1:** Rearrange the library to best use available space. Replace furnishings and update space and systems as appropriate.

- Tactic 1: Purchase study tables and chairs.
- Tactic 2: Move the new books to a front display.
- Tactic 3: Move the biographies to where the new books used to be.
- Tactic 4: Install new flooring where the circulation desk used to be.

**Objective 2:** Make the new library layout user-friendly.

- Tactic 1: Purchase and install new signage throughout the library.

## **SD5: FOCUS ON COMMUNITY ENGAGEMENT**

Libraries are crucial in fulfilling the social and educational needs of their communities. Patrons can learn about any topic imaginable through materials available at their libraries. Families can make lasting memories at their libraries. Fond memories of the library can turn patrons into lifelong supporters.

**Objective 1:** Serve as a Community Gathering Place

- Tactic 1: Design programs that bring community members of all ages together.
- Tactic 2: Consider creating hybrid book clubs so that people can attend virtually.
- Tactic 3: Provide educational classes for skill development (computers, crochet, quilting, art, etc.).
- Tactic 4: Incorporate occasional afternoon and evening programs for children.
- Tactic 5: Create “watch it grow” experiences that will encourage the community to visit and revisit the library.
- Tactic 5: Explore hiring an Easter bunny for family pictures around Easter time.
- Tactic 6: Consider adding an outdoor play area with toys and equipment

that differs from the park (possibly water toy/slide days).

**Objective 2:** Find Ways to help the economically disadvantaged in our community while encouraging people to visit the library.

- Tactic 1: Co-sponsor the community toy drive and donate books to recipients. Include library information with the donated books.
- Tactic 2: Create a free shelf for community members to exchange plants, seeds, non-perishable food items, etc.
- Tactic 3: Host a community school supply drive for those in need.

**Objective 3:** Support the economic growth and education of community members.

- Tactic 1: Purchase more school prep resources, such as flashcards etc., to help prepare children for school.
- Tactic 2: Proofread papers for students in grades 8-12.
- Tactic 3: Provide resume reviews and practice interviews.
- Tactic 4: Promote our marketing database to local businesses.

## **SD6: INCREASE TECHNOLOGY AVAILABILITY AND USE**

Libraries will provide more services electronically as technology evolves. This will afford expanded ease of use to patrons who will be able to access many library materials on the go.

**Objective 1:** Stay abreast of and expand technology.

- Tactic 1: Stay current on technology trends.
- Tactic 2: Look for underserved technology needs in our community.
- Tactic 3: Maintain a budget to support the expansion of technology.
- Tactic 4: Evaluate and consider adding new technology.

- Tactic 5: Evaluate and consider adding more online resources to meet user needs.
- Tactic 6: Purchase and make available for checkout Switch and PlayStation games.
- Tactic 7: Purchase and make available in-house a Cricut and Cricut tools.

## **SD7: LOOK FOR OPPORTUNITIES TO MEET THE COMMUNITY'S NEED FOR MORE SPACE**

BPLD's space is currently at maximum capacity. Over time, library staff have made significant shifts in collection placement and maximized available space. Data indicates that more meeting and programming space is being used and future trends indicate that use will continue to increase.

**Objective 1:** Look for opportunities to expand.

- Tactic 1: Monitor the house next door and consider purchasing it if funds allow for the increase in expenses.
- Tactic 2: If house is purchased:
  1. Hire an architect (Grants available through the state require an architect's plan if the grant is \$75,000 or more. The state will fund only 44% of our building project.)
  2. Apply for state construction grants after an architect has completed plans.
- Tactic 3: Investigate alternative sources of funding for expansion and/or remodeling.
- Tactic 4: Explore the possibility of expanding the parking lot that provides street side parking and building a community room where the main parking lot is.