

Buena Vista Public Library (Northern Chaffee County Library District)

Strategic Plan 2022 – 2025

Our Mission

Our mission is to support the community's educational, professional and personal aspirations, enhancing the quality of life for all ages.

Our Vision

We envision an informed, inspired, and engaged community empowered with the opportunity to transform lives.

Our Values

Service

Community

Inquiry

Equity

Safety

Collaboration

Innovation

Respect

Introduction:

Since 1884, the Buena Vista Public Library has provided library services to its community. Over 138 years, the Library's role to the community exponentially expanded in order meet the resource, service and space needs of its community. As public libraries adapt to new technologies and educational needs, and the demographics within the Northern Chaffee County service area evolves, BVPL sets strategic goals to respond to needs.

For its 2022 - 2025 Strategic Plan, the Library Board of Trustees and its staff sought community input in the forms of a community survey, which received 345 responses, and through stakeholder interviews with 33 leaders from community organizations. In addition, state and national peer reviews were conducted to provide performance feedback and identify areas for development.

Areas of Focus:

1. Collection (Books & DVDs)

Intended Outcomes:

- Increase quantity of digital and print materials
- Improve variety of all new materials
- Provide faster delivery of materials

2. Growth & Learning

Intended Outcomes:

- Create additional opportunities for personal and professional growth and learning for all ages.
- Expand connections and resources to better serve the community.
- Solve key barriers to digital access.

3. Space & Accommodations

Intended Outcomes:

- Capitalize on existing use of space.
- Expand to meet growth and demand.
- Improve ease of access.

4. Marketing & Advocacy

Intended Outcomes:

- Increase awareness of the Library's resources and services.
- Welcome new residents and spark interest to promote use.
- Collaborate with organizations to reach broader audiences.

Scope and Use of the Plan:

The suggested strategies listed for each area of focus are intended as possible approaches to impact or achieve the intended outcome. The plan will be shared with staff, and be incorporated into individual staff member's annual goals and achievements where applicable. Each year, the director and staff will review the strategies to identify those to carryover and to make additional suggestions. In addition to staff involvement, the regular board of trustees agenda will include a section for strategic plan updates and review.

Areas of Focus: Collection (Books & DVDs)

Intended Outcomes:	Suggested Strategies:
Increase quantity of digital and print materials	<p>Work with Marmot consortium on collective goal for wider selection and commitments from participating libraries.</p> <p>Purchase permanent ownership titles rather than metered and limited use digital copies.</p> <p>Add shelving to accommodate more print selections.</p> <p>Increase collection budget, or find alternative funding to infuse collection with more titles.</p>
Improve variety of all new materials.	<p>Conduct a circulation audit to identify local circulation trends.</p> <p>Create new channels and increase awareness of existing means for patron collection requests.</p> <p>Highlight collection variety through displays, lists, catalog and digital communication.</p> <p>Provide collection development training and support to selectors.</p> <p>Broaden variety in print magazines.</p>
Provide faster delivery of materials.	<p>Order requests on a responsive schedule.</p> <p>Order multiple copies of high demand items.</p> <p>Temporarily restrict sharing on new items to allow for more local exposure on physical and digital shelves.</p> <p>Increase awareness of consortium and Prospector lending options.</p> <p>Decrease borrowing time on DVDs from 21 to 7 days.</p> <p>Use cost per circulation purchase items to fulfill high demand digital holds immediately.</p>

Areas of Focus: Growth & Learning

Intended Outcomes:	Suggested Strategies:
<p>Create additional opportunities for personal and professional growth and learning for all ages.</p>	<p>Respond proportionately to the 2021 Community Survey feedback by offering programs aligning with most requested topics of interest (Art, story time, book and discussion groups, history, fitness and health, science and technology, music, writing, nature, finance, DIY).</p> <p>Cooperate with local and state historical agencies to offer more history-themed events.</p> <p>Add after school events and/or engagement opportunities for grade school aged youth.</p> <p>Create a channel for obtaining feedback and interest in future programming.</p> <p>Establish partnerships with local agencies to host programs at the Library.</p> <p>Increase use of presenters and volunteers (rather than staff) to lead programs and classes.</p> <p>Offer resume and cover letter classes and/or consults.</p> <p>Offer business training opportunities in conjunction with small business association.</p> <p>Offer programs for teens.</p> <p>Increase program budget, or look for external funding to supplement budget.</p>
<p>Expand connections and resources to better serve the community.</p>	<p>Host agencies to increase awareness and share information about community resources.</p> <p>Attend community events and local conferences to build connections and represent the library as a community partner.</p> <p>Continue to host programs offsite to expose and connect people to resources.</p> <p>Add tools and resources to support learning for all ages (in-house use or for checkout).</p>

<p>Solve key barriers to digital access.</p>	<p>Provide tutorials on Libby on the webpage and in the library.</p> <p>Implement a Tech Help service and emphasize library app training.</p> <p>Incentivize digital use.</p> <p>Provide a device to those with economic barriers.</p> <p>Create awareness of underutilized digital resources.</p>
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Areas of Focus: Space & Accommodations

Intended Outcomes:	Suggested Strategies:
<p>Capitalize on existing use of space.</p>	<p>Establish better signage and awareness of other Wi-Fi locations to redirect Wi-Fi only users to other sites.</p> <p>Provide shaded outdoor seating.</p> <p>Increase outside electrical outlets.</p> <p>Add outdoor learning space.</p> <p>Add partitioned, sound-reducing study work spaces.</p> <p>Offer pay option for staffed after-hour meeting room use.</p> <p>Use shelving for maximum merchandizing.</p> <p>Conduct a space use study.</p>
<p>Expand to meet growth and demand.</p>	<p>Build out the youth library to add room for additional seating, interactive stations, collection and/or program space.</p> <p>Expand the southwest corner of the building to accommodate flexible use spaces.</p> <p>Build a second story.</p> <p>Seek grant funding or matching funds for capital expansion projects.</p> <p>Seek additional Mill Levy funding to support increased operational, utilities, and staffing budgets.</p>
<p>Improve ease of access.</p>	<p>Investigate expansion of existing parking area.</p> <p>Provide better signage for existing parking.</p> <p>Investigate ordinance with the Town to redirect large recreational vehicles/trailers to other parking.</p> <p>Investigate time restrictions on parking within library lot and/or street.</p> <p>Investigate additional handicap parking or conditional parking in front of the library.</p> <p>Advocate for better non-vehicle routes to facilitate access.</p> <p>Install a drive-up book drop. Or, ease access to book drop.</p>

	Implement delivery service for those most impacted/restricted.
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Areas of Focus: Marketing & Advocacy

Intended Outcomes:	Suggested Strategies:
<p>Increase awareness of the Library’s resources and services.</p>	<p>Develop a promotional schedule to periodically promote individual services and resources (i.e. Notary, databases, tech help, collection highlights).</p> <p>Use all available media and social media for promotion.</p> <p>Analyze social media engagement to assess return on investment.</p> <p>Increase followers on social media platforms.</p> <p>Revise newsletter format to align with best practices.</p> <p>Train staff on promotional strategies.</p> <p>Target specific audiences for program, service and resource promotion.</p>
<p>Welcome new residents and spark interest to promote use.</p>	<p>Mail or distribute a Welcome Kit with an incentive to visit the library.</p> <p>Identify local partners to reach new residents (i.e. realtors, Chamber, HOAs).</p> <p>Create a treatment protocol for new patrons (i.e. a library tour, targeted email, welcome letter).</p>
<p>Collaborate with organizations to reach broader audiences.</p>	<p>Follow up with stakeholder interview representatives to schedule and deliver a “Library Highlight” presentation at churches or group meetings.</p> <p>Conduct programs off-site with clubs, schools, daycares, civic groups and other entities.</p> <p>Create additional networking relationships.</p> <p>Host open houses for community organization visits and tours.</p> <p>Encourage staff to serve on other organization committees, boards and groups on staff time.</p>