

East Baton Rouge Parish Library – Strategic Plan

2005-2015

CORE VALUES

Focus on customer: We demonstrate customer focus through flexibility, respect, inclusiveness and responsiveness.

Strive for excellence: We achieve excellence through enthusiasm, expertise, innovation and evaluation.

Foster teamwork: We create a team environment through respect for staff and their contributions, commitment to staff development, accountability, open communication, informed decision-making and risk taking.

Increase community collaborations: We foster dynamic collaborations with other agencies to offer opportunities for more effective and efficient services.

MISSION

The mission of the East Baton Rouge Parish Public Library is to serve all of the residents of the parish as an educational, informational, recreational and cultural center through a wide variety of resources, services and programs.

The Library contributes to the quality of life, enjoyment, enlightenment and economic vitality of our diverse and dynamic community.

VISION

The East Baton Rouge Parish Library system will contribute to the success of our community by becoming a vital center of learning, knowledge, communication, culture and enjoyment for all residents.

The Library will:

- Offer services that meet the needs of our diverse neighborhoods
- Provide welcoming spaces
- Build strong collections
- Support relevant technology
- Employ well-trained, friendly and flexible staff

GOALS AND OBJECTIVES

Learning for Life-Long Success

Goal:	Children, youth and adults using the East Baton Rouge Parish Library system have access to resources and services that support and enhance their efforts to succeed.
Objective:	Develop a system-wide plan that targets services to children ages 0-12 and their parents/caregivers
Objective:	Develop a plan to work in partnership with local organizations to better utilize library space for “learning community” activities such as ESL, GED, and citizenship classes
Objective:	Develop a system-wide plan that targets and increases participation of young adults/teens in library services (ages 13-18)
Objective:	Expand educational offerings to adults in programs such as computer-based training, by increasing these services in convenient locations in the community branches
Objective:	Participate directly in the literacy coalition efforts underway in the city/parish by providing resources and meeting places for literacy training
Objective:	Help stimulate the “learning community” and promote literacy by spearheading a “One Book- One City” program with local partners such as the Chamber of Greater BR , LSU, SU, BRCC, public school system, private and parochial schools, churches, synagogues

Stimulating Economic Development

Goal:	The East Baton Rouge Parish Library system contributes to economic development in the City of Baton Rouge/ Parish of East Baton Rouge.
Objective:	Evaluate resources at all locations and establish quality collections that meet the economic development needs of this city/parish
Objective:	Determine and prioritize options to enhance job readiness in the community
Objective:	Provide enhanced small business resources, programs and services in those libraries that serve the business community, such as the Career Center and Business and Career Connection
Objective:	Participate in the survey on the economic impact of public libraries to be conducted by LSU School of Library and Information Science

Providing Access to Information

Goal:	The East Baton Rouge Parish Library system provides accurate, timely, customer-focused information services using a variety of resources.
Objective:	Specify and acquire a more functional state-of-the-art integrated library automation system that provides customers with broader and easier access to relevant information and serves as a platform for a digitized local history collection
Objective:	Assess staffing levels for maximum customer service and work to achieve optimal staffing needs
Objective:	Establish a staff mentoring and training program that ensures high quality service
Objective:	Continue the aggressive purchase of high-demand print materials to meet the informational and recreational reading needs of the residents as well as those titles in multimedia formats (DVDs, CDs, audiobooks, videos, etc.)
Objective:	Continue to select and acquire access to full-text and other informational databases which meet the informational and research needs in the parish

Increasing Community Awareness and Outreach

Goal:	Our diverse community is fully aware of the wide range of services available from the East Baton Rouge Parish Library system.
Objective:	Create and implement a marketing plan
Objective:	Identify partners who will assist in increasing public awareness of library services
Objective:	Increase awareness of library services among target populations (such as the non-users, new immigrants, parents and children, senior citizens, special clientele)
Objective:	Utilizing the services of Metro 21, create and produce a regular public access television program to increase awareness of library services and programs
Objective:	Continue utilizing the bookmobile to serve those residents who are unable to visit library community branches (residents of senior centers) and expand these services to residents who live in densely populated housing who lack transportation to nearby branches.
Objective:	Develop a Library Foundation

Building Construction Program

Goal:	The East Baton Rouge Parish Library systems provides quality accessible services, collections and programs that anticipate and meet the needs of the community in state-of-the art facilities
Objective:	Continue the renewal of dedicated library tax funding to complete the construction of facilities outlined in the three- phase construction program of the East Baton Rouge Parish Library begun in 1986; continued in 1995; renewed again in October 2005
Objective:	Implement phase three of the construction program, on a pay-as-you-go-basis, and build the remaining community branches designated by the Library Board of Control, renovate or replace the River Center Branch with a new main library, and renovate or replace the existing Goodwood facility should the new main library be located elsewhere.
Objective:	Develop a master plan, scheduling for on-going facilities' maintenance, to insure that facilities constructed continue to be safe, attractive, and well managed (re-roofing; painting; lighting; parking lot pavement, etc.
Objective:	Continue to monitor population expansion and housing developments to determine the need for future community branch expansion