

Discover Unlimited Possibilities @ Your Library

STRATEGIC PLAN • 2014 - 2019

MISSION

The East Baton Rouge Parish Library is a community service organization that connects our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives.

VISION

The East Baton Rouge Parish Library system is an essential partner in the success of the community as a center of learning, knowledge, communication, culture, and enjoyment for all residents.

The Library will:

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

EXECUTIVE SUMMARY

The Library seeks to serve all residents as an educational, informational, recreational, and cultural center through a wide variety of resources, services, and programs. According to surveys and interviews, it has been successful in these efforts, creating satisfied users and loyal supporters.

The mission now is to expand upon this success through concentrated efforts in the areas of customer experience, technology, programming and collections, facility improvements, employee development, and marketing and outreach to the community.

Strategic Plan Public Input Meetings will be held throughout the spring of 2015 at local libraries.

Discover Unlimited Possibilities @ Your Library dates thus far:

2 – 4 p.m., Saturday, January 24
Fairwood Branch Library

Noon – 1:30 p.m., Tuesday, February 24
River Center Branch Library

6 – 8 p.m., Monday, January 26
Main Library at Goodwood

5:30 – 7 p.m., Tuesday, February 24
River Center Branch Library

2 – 4 p.m., Tuesday January 27
Main Library at Goodwood

7-8:30 p.m., Thursday, February 26
Bluebonnet Regional Branch Library

GOAL AREA 1 → CUSTOMER EXPERIENCE

MEET
GREET
LISTEN
RESPOND
DELIVER
DELIGHT
+
CUSTOMER
SATISFACTION



Create a memorable and positive library experience for all customers

Improve Library processes to create a streamlined and user-friendly experience for all customers

Evaluate and improve Library responsiveness to the changing needs of customers

MID-RANGE OBJECTIVES FOR GOAL AREA 1

- Staff training
- Improve internal communications regarding service goals and enhanced customer engagement techniques
- Review policy language and actual procedures to transition to a more customer-welcoming approach, and to reduce barriers to use of service
- Utilize transactional data and supplemental information to improve the customer experience

GOAL AREA 2 → TECHNOLOGY & ACCESS



- Continually assess and refine digital infrastructure to improve upon end-user experience*
- Create a program of planned expansion and improvement of technology and support systems*
- Create user training and user tools for digital services*

MID-RANGE OBJECTIVES FOR GOAL AREA 2

- Restructure RFID Plan, issue new bid, implement RFID, self-service check-out units, and sorting system
- Implement credit and debit card payment systems
- Implement Talking Tech (automated telecommunications messaging system)
- Continue to invest in products that can deliver enhanced services and provide access with developing marketplace techniques and applications, such as streaming digital content and cloud-based services;
- Develop Maker Spots, including 3D printing, laser technology, and providing Arduino boards; plan for larger sized maker spaces to meet demand
- Strengthen and expand the scope of user training
- Invest in more technology that provides immediate user support and feedback, such as smart boards and tables, interactive wall boards, laptop bars, and even simple, but effective solutions such as whiteboards
- Maintain upgrade and replacement rotation for computers, peripherals, applications, and other service equipment

GOAL AREA 3 → PROGRAMMING & COLLECTION DEVELOPMENT



Develop and expand programs to address the changing needs of audiences in this diverse and dynamic community



Build upon current collections to ensure that the needs of various audiences are being addressed

Create and expand upon programs, services, and resources that support life-long learning and success

MID-RANGE OBJECTIVES FOR GOAL AREA 3

- Devise a strong and focused merchandising approach for current collections; include a staff training support component, encourage innovation from staff
- Refine collection development plans for high demand items; begin to develop enhanced customization strategy for various facilities, focusing on providing appropriate levels of proven high demand content
- Continue to analyze and adjust programming for each facility, and for varying age ranges
- Work on an approach for large-scale events, and reinvigorating existing programs of this type, such as the Author-Illustrator Series
- Utilize Collection HQ to analyze collection effectiveness; maintain improved refreshment, redeployment, and weeding initiatives
- Obtain archival storage space for housing of useful, but less intensely demanded items
- Increase locally created content for digital collection
- Promote those programs that assist with career development and life-long learning, including those web-based resources that offer MOOC (Massive Open Online Courses) types of experiences
- Introduce specific new programs for different age groups, such as a Thousand Books Before Kindergarten, a companion program for school age clusters; and, new initiatives to serve older adults
- Introduce floating collections

GOAL AREA 4 → FACILITIES & OPERATIONS



Implement an ongoing plan of refreshing, re-purposing, renewing, and expanding Library facilities

Continue improvement of facilities maintenance and operations procedures

MID-RANGE OBJECTIVES FOR GOAL AREA 4

- Conduct thorough review and analysis of current facilities, with projected needs for major renovations and any expansions to update service spaces and provide equitable customer support throughout the system; survey and analysis to be provided by a professional architectural firm retained as a consultant
- Review the need for any new or additional standard facilities
- Develop a plan for flexible outreach service delivery points, ranging from kiosks and materials vending devices to small-scale buildings (4,000 to 6,500 sf), to be designated as START (Strategically Targeted Access, Resources, Technology) Points
- Acquire new bookmobile and needed support vehicles for Outreach Services; continue a varied mix of bookmobile outreach programs and service opportunities; seek new and different ways to utilize the bookmobile to connect with underserved audiences
- Obtain specialized maintenance contract for bookmobiles and other mobile units
- Complete the final phases of the Main Library Project
- Complete the Outreach Services building project
- Complete the South Branch Library Project
- Complete the River Center Project
- Continue schedule of maintenance for all buildings, replacing and repairing systems, infrastructure, and features to preserve optimal performance and keep public spaces inviting, high-functioning, and welcoming

GOAL AREA 5 → Organizational Development



Develop the skills of Library personnel to benefit both the employees and the customers they serve

Improve the communication and collaboration of the Library workforce

Use performance management processes to encourage employee development and advancement

Utilize data and employ a variety of practices and approaches to improve the operational effectiveness of the Library

MID-RANGE OBJECTIVES FOR GOAL AREA 5

- Create new cross-training and rotational assignment plans to increase staff knowledge and skills base, and to provide enhanced organizational flexibility
- Study staffing models and work flow; consider adjustments in staffing to respond to changes in automation
- Formalize a staff communications plan
- Analyze most recent salary survey and devise a strategy to address compensation issues
- Increase focus on constructive performance reviews buttressed by a greater emphasis on problem-solving, customer service and engagement, and responsibility for actions and service outcome
- Introduce training elements, particularly with training already designated for other goal areas, to emphasize and reinforce the notion of professional investment and ownership of our processes, services, and sites
- Review existing financial reports and create additional reporting features that designate functional utility of reserve funds; refine budgeting process to clarify proposed expenditures
- Review safety and security systems and measures; determine if increases are needed in monitoring, detection systems, or guard services
- Analyze extended and after-hours use of event/meeting/ instructional space; devise cost recovery and rental fee model; review support and amenity services needed to increase attractiveness of meeting facilities

GOAL AREA 6 → MARKETING & OUTREACH



Optimize and target social media activities

Increase awareness and usage of Library services through targeted marketing and outreach activities

Develop new avenues of funding through marketing and promotional initiatives

MID-RANGE OBJECTIVES FOR GOAL AREA 6

- Dedicate additional resources to identifying and meeting the needs of underserved populations
- Create new marketing database, utilizing dashboard analytics provided by vendor subscription to identify customer needs and utilization trends on a continuing basis
- Institute annual action plan for social media activities; set specific operational parameters for means of maintaining a presence, and the level of planned interactivity, for each media platform; deploy skilled staffing resources at sufficient levels to meet goals
- Design specific campaigns on an annual basis to highlight and persistently push select services or to appeal to specifically targeted groups – these should supplement generalized communication and promotional plans, not supplant them
- Select, on a quarterly basis, a single product or content set to consistently highlight, promote, demonstrate, and provide vigorous informational/educational options to increase awareness of the product and its attributes
- Identify underutilized services and products and provide additional promotional support
- Develop a more comprehensive and consistent plan for merchandising collections and products
- Continue to work on a branding approach that while not excluding books, assists the public in perceiving the library as encompassing a wider range of services and creative opportunities
- Establish a Library Foundation
- Extend the scope and level of partnerships with various governmental and nonprofit agencies and select private sector organizations
- Find innovative ways to provide library card registration to a under-served populations; include online pre-registrations, virtual card access, and special limited use cards for populations with special circumstances
- Implement Library Lagniappe Culture Card campaign

SUMMARY

The East Baton Rouge Parish Library currently fulfills many of the needs of the citizens of the City-Parish through excellent service, innovative programming, and a wide selection of resources in various formats. The most important actions it will take now are those that refine the services being offered, assess and expand or eliminate programs as needed, and keep the Library on the leading edge of technology and trends in learning, creative experiences, and accessing information.

In this way, the Library will continue to be an essential force in the educational, developmental, literacy, and work force readiness efforts of the community, the encouragement of new and enlightened leaders, and the shaping of the future of East Baton Rouge Parish.

Looking back at the mission of the Library – to connect our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives – it seems that EBRPL is on the right track to be that force for the years ahead.