



EAST BATON ROUGE PARISH  
**LIBRARY**

## **East Baton Rouge Parish Library**

# **Strategic Plan Update**

### **2025-2030**

## **Introduction**

East Baton Rouge Parish Library is an essential contributor to the community's quality of life and is widely recognized as a key service organization. The Library strives to provide equitable and free access to library services, engaging experiences, and programs for all residents of our diverse parish. The libraries are heavily utilized and responsive to community needs. People know they are welcome, and their interests and needs will be respected. The Library's role as a valued and essential partner in the most important initiatives and programs in the parish continues to grow and will become even stronger over the next five years.

The Library's staff has been resilient, dedicated, and creative in helping to bring the goals in the previous Strategic Plan to fruition. The staff has demonstrated flexibility and adaptability in the face of building infrastructure changes and developments, staffing issues, political and legislative concerns, and weather emergencies.

As a result of the last strategic plan and a specific capital improvement plan, great progress has been made to improve many Library buildings. Fifteen attractive library facilities provide access throughout the parish to collections, technology, and programming space for people of all ages. The updated Capital Improvement Plan will continue to be a part of the Strategic Plan. It includes new buildings, renovations and expansions of existing facilities, as well as major repairs that are underway, being planned, or have been completed.

Technology remains an essential part of this Strategic Plan. The Library will continue to upgrade equipment and software to assist, instruct, and provide access to equipment and online resources.

This Strategic Plan Update is built on the strengths and assets of the Library. It considers and addresses the current needs of the community and will continue the progress made in previous years.

# Celebrating Recent Major Accomplishments

The Library has been able to make continued progress toward achieving the 2019-2024 Strategic Plan's goals. Some of the major accomplishments during that time are provided below.

## Customer Experience

- Robust messaging service deployed to all patrons over the age of 14.
- New tiered card system as per Louisiana R.S. 25: 225 began in June 2024.
- The Library's weekly Net Promoter Score (NPS) for customer satisfaction remains positive.
- Results from a JTC Poll in February 2025 indicated overall satisfaction and trust in the Library.

## Outreach and Partnerships

- Library staff developed relationships with government agencies, serving on the Data Governance Committee, Open Data Initiative, All Hazards Recovery Initiative, Mayor's Task Force for Literacy, Mayor's Task Force for Litter, Mayor's Task Force for Homelessness, Summer of Hope, Plan Baton Rouge II, and other campaigns designed to strengthen the community.
- The Library formed partnerships with new community organizations such as Judge Johnson for Domestic Violence Prevention, Fathers on a Mission (FOAM), Legacy Letters, the Inspiration Center at Howell Park, the Business Alliance, and the Neighborhood Convention; maintained productive relationships with LA Stem Council, the Center for Literacy and Learning, and the BR Area Youth Network, Volunteers of America, Capital Area United Way, BR Area Chamber, BR Area Foundation, LA Public Broadcasting, Capital Area Human Services, Healthy City, Continuum of Care, and Capitol Area ReEntry Coalition, among others.

## Programs, Services and Collections

- The Library provided robust Career and Small Business Services, including launching "Small Business Hours" and a collaboration with the Business Alliance.
- Created and implemented Press Start! Ready, Set, Read! initiative; implemented the Home Library Pilot Project and the Geaux Learn Project; and expanded literacy and writing workshops for adults.
- Added additional online information and learning resources, including platforms especially related to experiential learning.

## Technology

- Upgraded Wi-Fi at all facilities and expanded access into adjacent outdoor space and parking lots.
- Implemented a new Website; development and refinement will be ongoing.
- Executed a contract for a new RFID system.
- Upgraded Door Counter technology.
- Expanded use of the HUB for internal communications, purchasing requests, and programming requests.
- Expanded the Wi-Fi hot spot lending program.
- Created a new Technology Master Plan and began implementation in 2025.
- Issued the RFP for a new ILS (Integrated Library System) in 2025.

## Facilities and Operations

- Completed construction for the new South Branch Library
- Completed construction of the Scotlandville Archives Annex; moved library operations to the new facility.
- Construction began for Scotlandville Branch Phase 2 Renovation and Expansion; construction should be complete in 2026.
- A new RFQ to select the architect for the Baker Branch Renovation was issued in 2025.
- A new Facilities Master Plan leading to new Capital Improvement Plan was completed in 2025.
- Continued to update and maintain aging systems in facilities. A replacement chiller project for multiple branches was completed in 2025. New boilers will be installed at multiple branches in 2026. Upgrades to lighting and control systems will be completed in 2025 and 2026.

## Organizational Development

- Hired the new Executive Library Director in 2024.
- Reorganized to accommodate a reduced operations budget, anticipated to begin in 2026.
- Resumed annual Staff Training Day.
- Offered staff training on a variety of topics ranging from Serving the Homeless, Hands-Only CPR and Administering Narcan.

## Strategic Plan Update

The following mission, vision, values, specific goals, and individual strategies were developed and expanded upon with input from the Library's customer survey, a staff survey, technology and architectural consultants, and staff focus groups.

### Mission and Vision

**Mission:** *The Library is a community service organization that provides access and connects people to information, resources, materials, technology, and experiences to make a positive difference in their lives.*

**Vision:** *The Library strengthens its role as an essential partner in the success of the community as a center of learning, knowledge, literacy, communication, culture, creativity, discovery, and enjoyment for all people.*

### Values

**Community, Opportunity, Inclusion, Learning, and Service**

# Goals and Strategies

## **Goal 1. Patron Experience: Create a customer experience that is inclusive, positive, responsive, and consistent.**

- 1.1 Provide memorable and positive experiences for all patrons.
- 1.2 Improve the Library's customer engagement processes and create new methods for gathering constructive customer feedback.
- 1.3 Promote services and programs through a variety of methods, platforms, and channels with an emphasis on reaching underserved segments of the population.
- 1.4 Provide free and equitable access to Library programs and services for all residents of our diverse parish.

## **Goal 2. Outreach and Partnerships: Continue to fulfill an essential leadership role in major community initiatives and programs related to the Library's mission and align resources with other partners to better serve the parish.**

- 2.1 Strengthen existing and cultivate new working relationships to expand partnerships and strategic alliances.
- 2.2 Promote the Library's existing Community Information Database, the Baton Rouge City Key, and other resources to local agencies and organizations.
- 2.3 Leverage current Library staff to serve as liaisons with community organizations.
- 2.4 Invest in additional staff and other resources to support new and existing partnerships.
- 2.5 Use the investment provided by the taxpayers to improve the Library's ability to deliver services wherever people are.

## **Goal 3. Programs, Services, and Collections: Provide programs, services, and collections to address the changing needs and diverse interests of our community.**

- 3.1 Develop and expand programs, services, and collections through a diversity, equity, and inclusion framework.
- 3.2 Provide robust early literacy programs and collections to support parents, caregivers, and teachers with specialized resources.
- 3.3 Remaining responsive to emerging and expressed community needs, the Library will create and expand programs, services, and resources that inspire and support workforce development, lifelong learning, and success for patrons of all ages.
- 3.4 Expand programs, services, and collections to support STEM and STEAM.
- 3.5 Create and provide access to original local content.
- 3.6 Increase opportunities to introduce people to varied perspectives and ideas regarding community concerns and social challenges.

**Goal 4. Technology: Provide equitable access and support for current and emerging technology to meet community needs.**

- 4.1 Continually assess, maintain, and upgrade the Library's digital infrastructure to improve the user experience. Implement the 2025 Technology Master Plan.
- 4.2 Improve and expand the Library's technology and support systems.
- 4.3 Provide training for Library patrons and staff in the use of digital tools, resources, and equipment.
- 4.4 Provide opportunities for patrons to gain experience with new consumer technology and equipment to support lifelong learning and workforce development.
- 4.5 Update the Technology Strategic Plan on an ongoing basis in response to continuous evaluation of emerging technology needs.

**Goal 5. Facilities and Operations: Create and maintain welcoming, safe, and stimulating spaces that serve our community. Continue sound financial planning and prudent fiscal practices as good stewards of the taxpayers' money.**

- 5.1 Implement the 2025 Facilities Maintenance Plan to refresh, repurpose, renew, and modernize Library facilities and building systems.
- 5.2 Implement the 2025 Capital Improvements Plan to include new types of specialized service facilities and community access points, as well as major improvements to existing facilities.
- 5.3 Continue to improve facilities maintenance, safety, and operations procedures, incorporating sustainable building features and practices.
- 5.4 Create a user-friendly experience and environment.
- 5.5 Implement the 2025 Technology Master Plan. Continue to improve the building infrastructure to support high-speed broadband and any other technologies that improve library efficiencies and the patron experience.

**Goal 6. Organizational Development: Foster employee engagement through continuing development, open communication, and opportunities to thrive within the context of a customer-focused culture.**

- 6.1 Create a welcoming, safe, and inclusive team environment.
- 6.2 Actively seek to recruit and retain a diverse workforce.
- 6.3 Develop the skills of Library personnel to benefit both employees and patrons.
- 6.4 Mentor staff and grow leaders to ensure a vibrant and sustainable workforce.
- 6.5 Devise strategies and specific approaches to foster job satisfaction, including rewarding and recognizing staff performance.
- 6.6 Use performance management and succession planning processes to support employee development and advancement.
- 6.7 Execute the communications plan to improve internal communications and collaboration within the Library's workforce.

*Approved June 18, 2025*