

Executive Summary Of The Strategic Plan

In response to the community's visioning process, four service responses were selected for the Library to achieve those visions. Those responses are:

- The Library will provide materials, programs and services to foster Lifelong Learning and Information Literacy to fulfill the vision of self-directed personal growth and development while also developing skills in finding, evaluating and using information effectively.
- The Library will be a Meeting Place addressing the need for people to have a central place to meet, interact and discuss issues of the day.
- Community Information and Referral will be provided to fulfill the vision of building a greater sense of community.
- The Library will provide current materials and schedule topical programs to fulfill the desire for recreational experiences and information regarding popular culture and social trends.

To enact these service responses, goals were developed as follows:

1. All residents will have an opportunity for greater cultural enrichment and self directed personal growth and development. This will be accomplished by augmenting the materials and program budgets to strengthen the print, electronic and audio-visual collections and offering programs and services to update and enhance people's ability to gather and evaluate information.
2. The Library will be the community's focal point by increasing and diversifying program offerings for all ages, encouraging greater use of the facility by community organizations and reaching out to all residents and businesses, particularly non-users.
3. To build a greater sense of community, the Library will provide information and referral, including programs and services that increase the community's knowledge of local organizations and their services.
4. The Library will provide popular materials and programs to satisfy the community's need for recreational experiences and information about popular culture and trends.

The Library will:

1. Purchase an increased amount of popular materials to augment availability to borrowers.
 2. Develop an Express Collection that is non-reserveable and has a 7-day loan period.
 3. Explore the option of downloadable audio-visual materials.
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4. Expand advisory services for print and audio-visual materials along with the implementation of a roving librarian to assist patrons who are browsing.
 5. Offer more programs for singles and especially current topics.
 6. Schedule additional computer classes for the public and train additional staff to facilitate computer assistance to the public.
 7. Reach out to community groups to encourage use of the Library for meetings and programs.
 8. Make presentations to various Long Beach constituencies describing the variety of library materials, programs and services.
 9. Continue to cosponsor cultural festivals, partner with L.B. arts and not-for-profit organizations and employ more local artists in library programming.
 10. Plan an annual community organization day.
 11. Re-form the Friends of the Long Beach Public Library.
 12. Increase publicity and work with community organizations to increase awareness and use of library materials, programs and services.
 13. Host an on-line community bulletin board and calendar.
 14. Schedule tours of the Library and develop a welcome kit in English and Spanish.
 15. Highlight one community organization each month in the newsletter and on-line.
 16. Work with the Chamber of Commerce to promote those services that are useful to the business community.
 17. Increase use of the Library by teens by forming two advisory councils, liaising with The City's Teen Center, making the teen space more user friendly, and adding or training a staff member specializing in teen services.
 18. Investigate the provision of college-level courses in the Library.
 19. Develop budgets that enhance the abilities of the staff and enable the implementation of these activities.
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Long Beach Public Library

Draft Plan

The Library as Community Center

GOAL 1: Residents of Long Beach will have opportunities for dialogue, interaction, and partnerships that will build a sense of community, an understanding of a wide variety of perspectives, and an appreciation of the diversity of Long Beach.

Objective 1a: The Library will offer 50% more programs that present and/or foster discussion of different perspectives by 2007-2008.

Activities:

The Library will offer four discussion programs on current topics.

The Library will sponsor four programs aimed at singles.

The Library will encourage community groups to use its facilities for meetings and programs.

Objective 1b: The Library's cultural programming will increase by 15% by 2007-2008.

Activities:

The Library will have discussions with various communities in Long Beach (i.e. Latino, Russian, African-American, Filipino, etc.) to ascertain their interest in cultural programming.

The Library will encourage more programming by the various communities.

Objective 1c: The number of teens attending Library programs will increase by 10% by 2007-2008.

Activities:

Library staff will liaise with the Long Beach Teen Center to ascertain their services.

The Library will form two Teen Advisory Councils of ages 12-15 and 16-18 to advise on programs.

The Library will retain or develop a librarian with expertise in Young Adult services.

The Library will make its current Teen Space teen friendly, with input from the Teen Councils.

Objective 1d: By 2007-2008, 85% of program audiences will report that they were very satisfied with selected program.

Activities:

The Library will develop an evaluation form in the last quarter of 2006-2007.

The Library will evaluate the satisfaction level of program audiences of all ages starting in 2007-08.

The Library will develop a survey to ascertain the programming interests of adults in the community during 2007-08.

GOAL 2: All segments of the Long Beach community will become more aware of the Library's programs and services through an enhanced outreach effort, in particular to those groups that historically have been underserved.

Objective 2a: By 2007-08, there will be 2% more library card registrations.

Objective 2 b: By 2007-2008, there will be 5% more library card registrations from underserved populations.

Activities:

There will be presentations, library orientations and collaboration with community agencies to publicize the Library's materials, programs and services.

Programs and services that underserved groups feel will enhance their life experiences will be presented.

The Library will publicize its programs and services in local and county publications of interest to various groups.

A welcome kit including bookmarks, the *Channels*, a library card application, and *The Key to the Library* will be developed in English and Spanish.

Supporting Personal Development and Understanding Technology

GOAL 3: All residents of Long Beach will have opportunities for cultural enrichment and self-directed personal growth and development throughout their lives.

Objective 3a: The Library will increase its purchases of related materials as follows:

By 2008-09, 10% of the adult book budget will be for collection development in these areas.

By 2007-08, 5% of the adult film materials budget and 5% of the sound recording budget will be for collection development in these areas.

Objective 3b: the Library will increase its purchasing of materials in Spanish as follows:

By 2007-08, 5% of the book budgets will be devoted to materials in Spanish.

By 2008-09, 5% of the film budgets will be devoted to materials in Spanish.

By 2007-08, 5% of the sound recording budgets will be devoted to materials in Spanish.

Activities:

A collection development policy for books and periodicals, including Spanish-language materials, will be developed.

A collection development policy for audiovisual materials, including Spanish-language materials, will be developed.

A collection development policy for electronic resources, including Spanish-language materials, will be developed.

Evaluate, weed, and purchase materials in the areas of cultural enrichment and lifelong learning.

Investigate sources for nonfiction and instructional DVDs.

The Library will publicize access to world language materials, such as the central collection at Hempstead.

Objective 3c: The Library will continue programs related to the humanities, arts, sciences, and social sciences.

Activities:

The Library will partner with Long Beach's arts organizations to maintain and/or increase arts programs and exhibits.

The Library will continue its sponsorship of the Jazz and Cabaret Festivals.

The Library will increase the number of Long Beach and Long Island artists, writers, performers featured in its programs.

The Library will investigate the provision of college-level classes on its site.

The feasibility of exhibiting children's art within the Youth Services Department will be explored.

GOAL 4: Long Beach residents will have the skills needed to function as information-literate citizens.

Objective 4a: The Library will conduct bimonthly computer classes by 2007-2008.

Activities:

Provide training for staff from all departments (train the trainer) to facilitate computer assistance to the public.

The library will offer computer classes, enabling participants to have a variety of experiences including exposure to library databases.

Objective 4b: By 2007-08, librarians will provide users with skills to obtain information from the Library's databases.

Activities:

Provide formal instruction to the public on at least one Library database per month.

The Library will implement a roving librarian service model.

The Library will continue to schedule class visits from local schools to provide library cards and acquaint students with the Library's resources and services.

The Library will schedule Library tours for the public four times a year.

The Library will improve its web site by offering links to additional resources.

The Library as Community Information Hub

GOAL 5: All residents of Long Beach will benefit from a greater sense of community identity and access to community resources.

Objective 5a: Long Beach residents will have an increased knowledge of community organizations and resources and an improved sense of community identity as a result of library activities.

Activities:

The library will plan an annual community organization day, Long Beach Cares, providing the public and community organizations an opportunity to interact.

Those people who attend Long Beach Cares will be surveyed to ascertain if knowledge of community organizations has increased.

The Library will maintain and promote its local history collection.

The Library will investigate an online community bulletin board and/or calendar.

By 2010-11, the Library will develop a survey to measure the residents' knowledge of community organizations.

The Library will highlight one community organization each month in *Channels* and online.

GOAL 6: The Long Beach business community will benefit from Library outreach activities.

Objective 6a: The Library will offer services and four programs a year based upon information provided by the business community.

Activities:

The Library will approach the Chamber of Commerce regarding a focus group on business needs that could be met by Library.

By 2008-09, the Library will meet the top three needs.

The Library will include relevant materials in Chamber mailings.

Providing Popular Materials and Programs

GOAL 7: Long Beach residents of all ages will have access to services and resources in a variety of formats that fulfill their desire for information about popular culture and social trends.

Objective 7a: By 2007-08, 85% of patrons who request materials will receive them in six weeks, by 2008-09, 90% of requests will be filled within six weeks and by 2009-10, 95% of requests will be met in five weeks.

Activities:

Popular titles will be surveyed bimonthly to measure how quickly requests are being filled, starting in July 2007.

The Library will develop a non-reserveable Express book collection whose circulation period is one week, starting in 2007-2008.

By 2007-08, multiple copies of popular DVDs, CDs, and audio books will be purchased.

The Library will explore downloadable audio books, films, and other e-resources.

Objective 7b: By 2008-09, the Library will increase its program offerings related to current topics by one a month.

Activities:

Monthly librarian meetings will include the programmer to facilitate the flow of information regarding current trends.

The programmer will develop and maintain a list of people who specialize in current topics.

The Library will promote programs on current topics using a variety of media outlets and techniques.

The Library will offer programs on current topics in a timely manner.

GOAL 8: Long Beach residents will benefit from an excellent popular materials collection and access to library services that access these resources.

Objective 8a: By 2009-10, Library circulation will increase by 5%

Activities:

The Library will ensure that it has a vibrant collection through the continual process of weeding and collection development.

Librarians will generate Reader's Advisory, Music Advisory, and Film Advisory bibliographies.

Librarians will receive training in advisory services and will actively employ the techniques in the provision of public service.

The Library will promote its advisory services to the community.

Library Development

GOAL 9: The Library's per capita funding will increase to support the public's materials, programming and service needs.

Objective 9a: By 2008-09, the Library's budget for materials and services will increase no less than the rate of inflation plus 1/2 percent.

Activities:

The Library will develop a budget that meets this objective.

The Library will educate the public with respect to the merits of an increase.

Objective 9b: By 2009-10, private giving to the Library or library programs will increase to \$10,000.

Activities:

The Library will re-form its Friends group, which will have as one of its purposes fund-raising to support the objective.

The Library will investigate other fund-raising strategies.

GOAL 10: To enhance core competencies at every level, staff will be encouraged to explore educational opportunities that will be beneficial to the institution. Educational opportunities including formal coursework as well as seminars, workshops, meetings, and conferences will be supported by the Library, within budgetary limits.

Objective 10a: By FY 2008-2009, 50% of librarians will develop an educational plan to enhance their professional competencies.

By FY 2009-2010, 100% of librarians will develop an educational plan to enhance their competencies.

By FY 2008-2009, 25% of support staff will develop an educational plan to enhance their competencies.

By FY 2010-2011, 50% of support staff will develop an educational plan to enhance their competencies.

By FY 2011-1012, 75% of support staff will develop an educational plan to enhance their competencies.

By FY 2012-2013, 100% of support staff will develop an educational plan to enhance their competencies.

Activities:

The Library will identify a resource person to assist the staff in developing individual educational plans.

Staff will investigate industry standards for core competencies.

Staff strengths and weaknesses will be evaluated.

Funding and release time will be allocated to support staff educational plans within the context of the Library's staffing needs and budget.

Cross-training and other in-house training will be implemented.

The Library will schedule regular staff meetings for both professional and support staff.

Library administration will advocate for relevant training and educational opportunities within the bi-county library organizations.