

BAY CITY PUBLIC LIBRARY

LONG RANGE PLAN

FY2020-2024



Mission

The Bay City Public Library connects residents of Matagorda County with information, technology, ideas and experiences to provide enjoyment, enrich lives and strengthen our community.

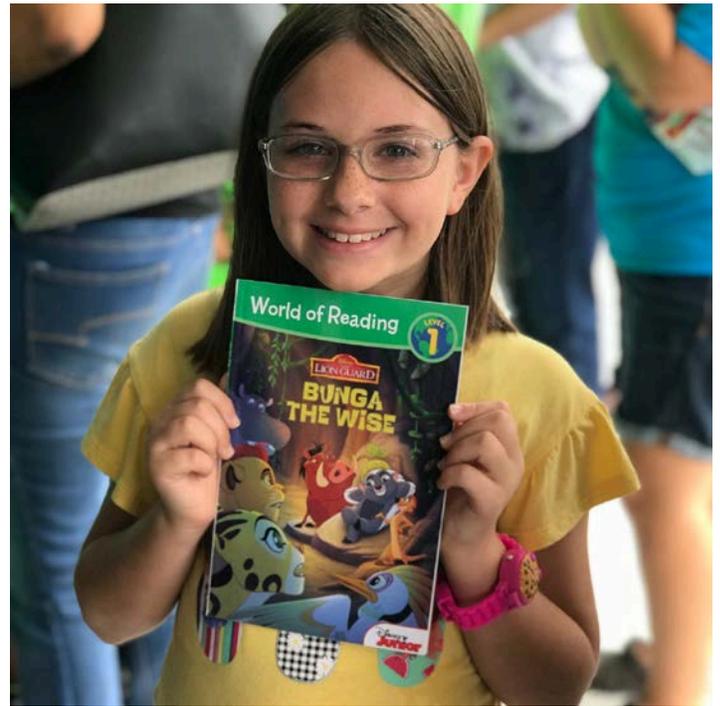
Vision

The Bay City Public Library will foster a spirit of community and self-discovery by improving the quality of life in Bay City and surrounding areas.

Core Values

The Bay City Public Library values...

- Diversity & Democracy
- Equity
- Community
- Responsive Service
- Professionalism
- Learning & Development
- Quality of Life



Focus of Goals

- Facilities
- Collection & Services
- Administration & Personnel
- Marketing & Communications
- Technology



Goal 1: Facilities

To provide facilities that are safe, accessible, functional and welcoming; respond to community needs; meet programming, service, and administrative needs; and address the changing uses of library spaces.

Objective 1: The Library will be a comfortable and usable space for the community and will be accessible to all.

Action: Evaluate facilities and create a Facilities Improvement Plan.

Action: Create a Facility Maintenance Checklist

Action: Upgrade security camera system to improve the safety of patrons and staff while improving loss prevention measures.

Action: Modify business hours to meet community needs at both branches.

Action: Relocate Sargent Branch into newly renovated location.

Action: Complete Teen Room update

Action: Evaluate current furniture for future use and replace as necessary.

Action: Install enclosure around the dumpster.

Action: Install a fire exit door in Multipurpose Room

Action: Ensure facility meets all required federal, state, and local laws and codes.

Objective 2: Residents and non-residents will view the library as a destination.

Action: Maintain and improve the Family Place Library public space area.

Action: Determine and implement the most feasible option for providing a “coffee shop” in the library.

Action: If attainable, create a testing location for adult learners to further their education and careers.

Action: Convert the Multipurpose Room into a rentable space.

Action: Create outdoor spaces for patron and staff use

Action: Offer cultural and special events that attract locals and non-residents

Action: Improve the availability of Genealogy materials and services and market them.



Goal 2: Collection & Services

To provide collections, programming, and services that meet the needs of residents, businesses, and organizations; promote literacy and education; and offer recreational opportunities

Objective 1: Create and enhance library collections based upon customer needs and information-seeking behaviors

Action: Make Genealogy Collection available in the online catalog

Action: Develop a Collection Development Plan.

Action: Inventory entire collection annually.

Action: Ensure that at least 20% of the library's collection is published in the last 5 years.

Action: Increase ease of use and browsing ability by eliminating or enhancing Dewey, combining different formats, and identifying genres where necessary.

Action: Create more displays that are visually appealing

Objective 2: Develop, maintain, and grow programs and services to meet the diverse needs of the community.

Action: Contract with specialized instructors and guest speakers to offer new programs and services

Action: Regularly evaluate programs.

Action: Host book clubs at multiple times and formats to meet the various patron schedules.

Action: Host additional cultural and educational programs with funding provided by outside sources and partnerships

Action: Develop a Programming Plan and Master Calendar

- Action: Conduct annual program survey
- Action: Develop a program for documenting local history.

Objective 3: Expand library services by taking the library to the residents through outreach opportunities.

- Action: Continue Pop-up storytimes
- Action: Collaborate with Parks & Recreation to revamp Stories in the Park and Storywalks.
- Action: Add Pop-Up libraries as determined feasible and most utilized.
- Action: Provide materials to nursing homes and homebased citizens
- Action; Participate in at least three community events each year.
- Action: Continue the Early Literacy Rotating Collection Kits.
- Action: Partner with Little Free Libraries in the community.
- Action: Continue to develop outreach opportunities with community partners.

Objective 4: Increase and enhance availability and use of digital resources

- Action: Re-evaluate existing resources and add new resources to meet community needs. Resource focus will include the areas of continuing education, software training, business, eBooks, eAudiobooks, eMagazines, music, video, genealogical resources, reader's advisory, language learning, literature, art, and science.
- Action: Train staff in the detailed use of library digital resources for the best possible customer experience.
- Action: Promote current digital resources.

Objective 5: Highlight the library as a resource for community and economic development

- Action: Assist in Business retention and expansion programs by adding online business services
- Action: Develop business centered collections and guides available online and in the library.
- Action: Provide testing services for higher learning.
- Action: Offer business centered programs, such as speakers, classes, and series.



Goal 3: Administration and Personnel

Enhance administrative functions for high quality, professional, and effective operations

Objective 1: Develop, maintain, and grow partnerships with local businesses and organizations to support each other's goals.

Action: Create a plan for evaluating the success of partnerships.

Action: Identify potential partnerships and seek them out.

Action: Meet with current partners at least annually to plan for the upcoming year.

Action: Conduct local meetups with school librarians annually.

Objective 2: Provide consistent and quality services to the community.

Action: Utilize the Texas State Library and Archives Commission Library Standards as guidelines for measuring standards of library services and create a plan to implement changes necessary to meet Enhanced Levels of Service within a 5-year timeline.

Action: Apply for and earn "Achievement in Excellence in Libraries" Award from TMLDA

Action: Review and update Library Policy Manual at least every two years.

Action: Evaluate and update action items in strategic plan annually

Action: Assess the need for additional staff and develop personnel plan.

Action: Grow volunteer base to meet expanding service needs.

Action: Establish standards of excellent customer service for staff.

Objective 3: Develop staff to be knowledgeable and empowered to lead the library in pursuit of its vision, mission, goals, and objectives.

Action: Employees in addition to the Library Director will attend Texas Library Association Annual Conference as available.

Action: Continue required minimum professional development hours.

Action: Conduct Quarterly Staff Development Days for employees and volunteers.

Action: Encourage qualified staff to seek Library Support Staff Certification

Action: Create onboarding training program.

Action: Establish competencies for staff to improve knowledge and skills of employees and volunteers.

Bring the Library to You with Early Literacy Rotating Collection Kits



**For more information,
call 979-245-6931 or visit the Bay City Public Library.**

This project is made possible by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2019)

Goal 4: Marketing and Communication

To create broad community awareness and support of the library's programs and services and the resources needed to carry out its goals and objectives

Objective 1: Execute consistent, multifaceted marketing and promotion

Action: Develop a Marketing Plan

Action: Update logo to better represent the library as a whole with branch customization possibility.

Action: Regularly update the Library webpage and social media platforms

Action: Coordinate activities with and provide support to the Friends of the Library organizations to maximize their success

Action: Coordinate activities with and provide support to the Bay City Library Association organization to maximize their success

Objective 2: Foster and maintain a positive image in the community.

Action: Use social media platforms to make real connections with the community

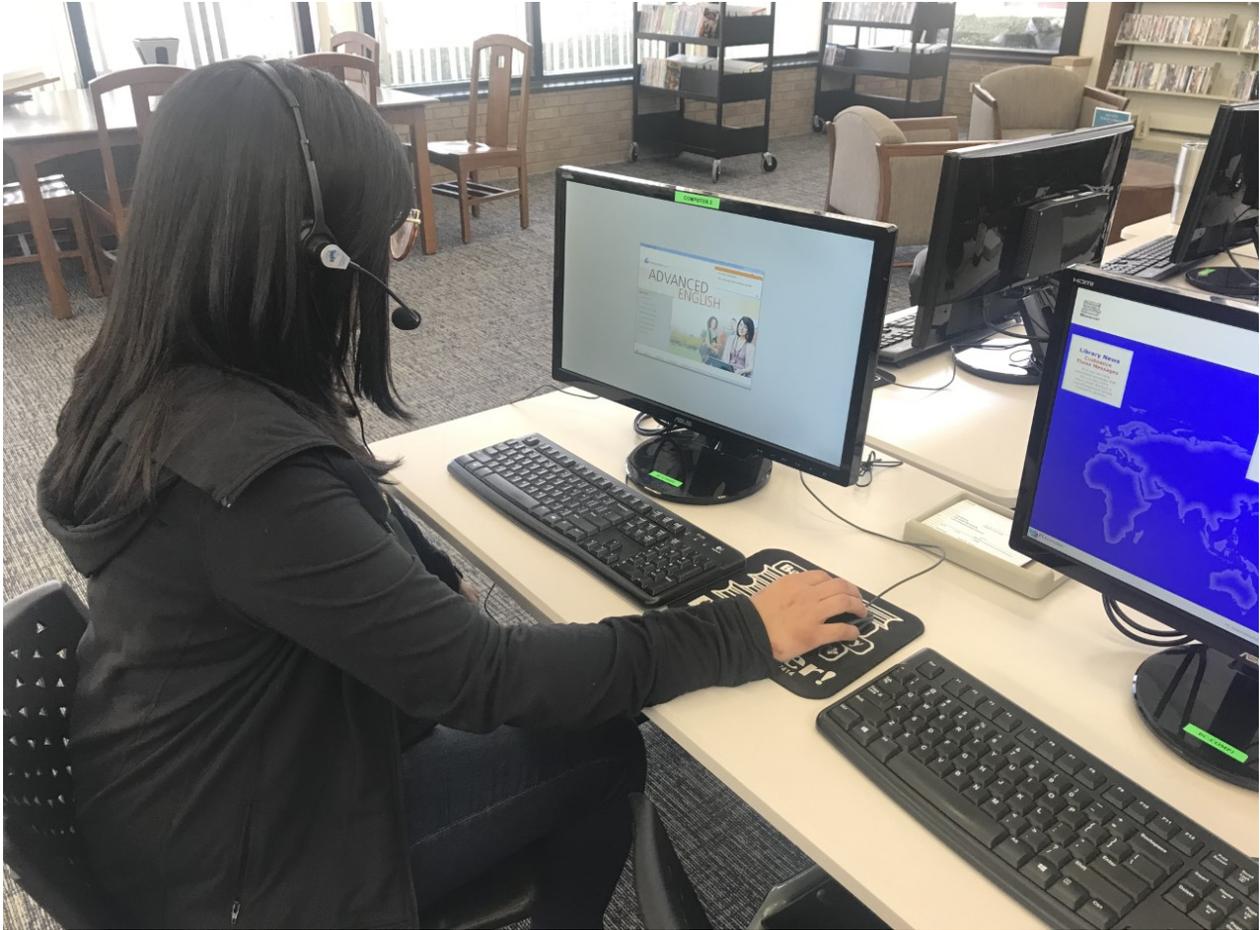
Action: Continue to offer amnesty and fine forgiveness programs to encourage use of library.

Action: Provide announcement, photos and articles to local news sources.

Action: Publish a library report for the public at least annually.

Action: Explore eliminating late fees.

Action: Develop branch newsletters to provide consistent information



Goal 5: Technology

Provide the community with access to current and emerging technologies and opportunities for technological success and exploration.

Objective 1: Provide and maintain adequate access to essential technology for personal, educational and career success.

Action: Implement a 4 year replacement/maintenance schedule for all computers and software.

Action: Provide assistive technology on at least two public computer stations.

Action: Upgrade printing capabilities in Sargent

Action: Address the need for improved technical support in order to keep technology available to staff and patrons.

Action: Increase the number of available public access devices by adding tablets and laptops for in library use

Action: Add E-rate services to the Sargent branch for improved internet access.

Action: Continue to comply with the provisions of the Children's Internet Protection Act (CIPA) to remain eligible for federal funding under E-Rate, LSTA, and other federally funded programs.

Action: Complete the transition of management of IT to the IT Department

Objective 2: Emerging technologies and digital literacy will be provided to encourage exploration, development of residents, and exceed community expectations of library technology.

Action: Create a high- and low-tech Makerspace to include various technology types.

Action: Provide devices and hotspots for patrons to check out for home use.

Action: Provide regularly scheduled computer classes in English and Spanish.

Action: Add video conferencing equipment for general use.

Action: Provide digitization equipment for historical assets.

Objective 3: Make the library highly and easily accessible online.

Action: Provide payment options in person and online

Action: Ensure webpage is accessible using standards and validation services such as the World Wide Web Consortium

Action: Provide online guides for services, programs, and topics of interest.

Action: Promote the Library app

Action: Explore adding an e-library card option for patrons needing digital access only.