



CARLSBAD PUBLIC LIBRARY

Strategic Plan

Sarah Jones, Library Director

2020-2023



Carlsbad Public Library Strategic Plan

July 1 2020 - June 30, 2023

MISSION

The Carlsbad Public Library is a strong community partner providing programs and services that connect people, foster creativity and curiosity, enrich lives, inspire lifelong learning, encourage literacy, and preserve the rich history of our multicultural community.

VISION

A library where imagination and opportunity thrives and helps create a strong community.

CORE VALUES

Welcoming

Provide a warm and welcoming place for community members to gather. Make our resources, services and expertise accessible for all.

Curiosity

Create environments that support learning and growth which fosters a culture of exploration, innovation, and forward thinking.

Collaboration

Be actively engaged in the life of the community. Foster relationships, listen and act to build and strengthen our community. Bring people together to share information, ideas and experiences by using mutual trust, collaboration and shared goals.

Literacy

Enrich people's lives by providing them the tools and resources to successfully navigate the world.

Freedom

Provide open and equal access to the community. Support and defend patrons' right to access information from all points of view without judgement or restriction.

Teamwork

Create a respectful environment for patrons and staff through positive communication. Demonstrate excellent customer service and collaboration among patrons and staff.

Accountability

Lead with honesty and integrity, while protecting patron's privacy by using resources responsibly, equitably and transparently.

GOALS

GOAL 1: CUSTOMER SERVICE

Offer patrons excellent customer service to meet their informational, recreational, and cultural needs.

Objective 1a. Create staff development program

Activities:

1. Training sessions on customer service
2. Build teamwork
3. Create strong clear policies

Resources required:

1. Staff time
2. Webinars, workshops, and team building activities
3. Budget monies

Objective 1b. Create a welcoming environment

Activities:

1. Create a comfortable environment for patrons by replacing old worn stained computer chairs
2. Create a safe and secure library by updating RFID technology, add extra security cameras, and update lighting on the adult side
3. Increase accessibility by expanding our homebound delivery service

Resources required:

1. New chairs
2. Buy and install RFID gates at library entrance
3. Buy and install new security cameras in areas that need coverage
4. Install brighter LED lights on Adult side
5. Staff time

6. Budget monies

Objective 1c. Continuous review of collections and services

Activities:

1. Update Adult non-fiction collection by filling in subject gaps
2. Surveys of community members to determine the specific need of services

Resources required:

1. Staff time
2. Professional journals and other resources
3. Budget monies
4. Books
5. Online survey platform service
6. Inside library comment box

GOAL 2: LEARNING

Support literacy and lifelong learning

Objective 2a. Enhance activities, programs, and collections that engage children, teens, and adults

Activities:

1. Offer one program a month for children, teens, and adults to start with increasing the number offered for each age group
2. Library staff will develop a survey about programs, services and collections
3. Create interactive experiences for patrons that will help foster curiosity and learning

Resources required:

1. Program supplies
2. Program budget
3. Staff time
4. Online survey platform service
5. Inside library comment box
6. Advertising/Marketing

Objective 2b. Build Community partnerships with schools, universities, literacy and career development programs, and businesses that share our mission

Activities:

1. Make connections with organizations in the community
2. Serve on community boards
3. Attend community events
4. Partner with at least six outside organizations yearly both in the library and outside of our building to present or support library programs or services

Resources required:

1. Staff
2. Community organizations
3. Supplies for events (promotional materials, table covering, display board)
4. Program budget
5. Thank you gifts

Objective 2c. Support English as a Second language learners

Activities:

1. Provide a language learning database such as Rosetta Stone or Mango languages
2. Selection of quality and diverse Spanish materials from professional journals, and book reviews for both adult and children collections
3. Work with immigration, citizenship, career, and literacy organizations in the community to assure we have relevant and most up to date resources

Resources required:

1. Subscription to an online language database
2. Staff
3. Community organizations
4. Books

GOAL 3: TECHNOLOGY

Advance the library with the use of new technology

Objective 3a. Improve operational efficiencies

Activities:

1. Install new computers and update them every 3 to 5 years
2. Update software to stay current and meet patron needs
3. Create patron kiosk for computer and printing needs

Resources required:

1. Budget monies
2. IT support
3. Hardware/Software

Objective 3b. Expand digital collections**Activities:**

1. Increase patron monthly loan limit for Hoopla
2. Market digital services
3. Digitize library yearbook collection
4. Create a digital archive

Resources required:

1. Digital Budget
2. Partner with OCI records conversion service
3. Server
4. Staff time
5. Hardware/Software that gives accessibility to digital archives

Objective 3c. Website enhancements**Activities:**

1. Create a user friendly website
2. Update content frequently
3. Add widgets that show our social media content

Resources required:

1. Staff time
2. IT support
3. Budget for widget service

REVIEW/EVALUATION

This plan will be revised and updated as needed using survey results, patron suggestions, and report findings. It will be reviewed and updated at the May Library Board meetings in 2021, 2022, and 2023 to address any changes that need to be made. Updates with changes will be sent to the New Mexico State Library as an addendum.

Date of Plan: May 13, 2020

Approved by the Carlsbad Public Library Board of Trustees: June 9, 2021