



CARLSBAD PUBLIC LIBRARY

Strategic Plan

Sarah Jones, Library Director

2023-2026



Carlsbad Public Library Strategic Plan

July 1, 2023 - June 30, 2026

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: LITERACY

Improve the literacy rate of our community and help promote the love of reading for all ages

Objective 1a. Enhance our adult literacy efforts

Activities:

1. Maintain membership with LCPB for training and networking opportunities
2. Increase adult participation in Summer Reading
3. Collaborate with outside organization to support and promote adult literacy
4. Work with the detention center and the court system to help with adult literacy

Resources required:

1. Assistant Director's time
2. Director's time
3. Membership to LCPB
4. Budget monies
5. Community organizations

Objective 1b. Enhance our early literacy efforts

Activities:

1. Expand and strengthen the Library's role in supporting early literacy education to promote school readiness by developing standards for programming that serves children, parents, and care providers in light of Every Child Ready to Read (ECRR) principles.
2. Help patrons sign up for Dolly Parton's Imagination Library
3. Work towards ensuring families that attend programs are library card holders

Resources required:

1. Youth Services staff time
2. Budget monies
3. Resources from ECRR and Dolly Parton's Imagination Library

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
3. Maintain a current collection with information from all points of view and diversity to help build a love of reading

Resources required:

1. Collection development staff time

2. Professional journals and other resources
3. Budget monies
4. Books
5. Survey
6. Inside library comment box

GOAL 2: ECONOMIC VITALITY

Support local businesses and future entrepreneurs

Objective 2a. Evaluate current and existing resources to share with local small businesses

Activities:

1. Review resources both print and databases
2. Ensure there are no gaps in services

Resources required:

1. Resources both print and databases
2. Library Director's time
3. Budget funds to fill gaps in services
4. Survey for local business owners

Objective 2b. Create programs that support local businesses

Activities:

1. Create programs that support current business owners
2. Create programs that support opening of businesses
3. Work with the Chamber of Commerce and other local organizations to ensure our programming and services support businesses

Resources required:

1. Subscription to an online business databases
2. Programming staff time
3. Community organizations
4. Chamber of Commerce
5. Supplies

GOAL 3: COMMUNITY BUILDING

Partner and foster community growth, connect people, and enrich lives

Objective 3a. 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. Library Director's time
2. Community organizations
3. Supplies for events (promotional materials, table covering, display board)
4. Program budget
5. Thank you gifts

Objective 3b. Foster and support the ongoing needs and aspirations of the community

Activities:

1. Have ongoing conversations with key groups to know the needs of the community
2. Identify areas of growth within the community

Resources required:

1. Staff time
2. Survey
3. Focus groups

Objective 3c. Expand the library's outreach to meet community members where they are

Activities:

1. Explore alternative access to a variety of internal programs
2. Create new programs that will increase our reach
3. Partner with City Departments and Community Organizations to expand library services

Resources required:

1. Assessment of library programs
2. Program budget
4. Supplies
5. Library Director's time
6. Programming staff time

GOAL 4: LOCAL HISTORY & PRESERVATION

Highlight and preserve the rich history of our multicultural community

Objective 4a. Create an accessible archive

Activities:

1. Ensure all materials in the archive focus on Eddy County
2. Ensure all materials in the archive have records in the catalog
3. Organize the shelves and material in an accessible method

Resources required:

1. Page time
2. Information Specialist time
3. Supplies
4. Marc Records
5. State Library cataloging help

6. Budget Monies

Objective 4b. Expand our oral history project

Activities:

1. Search for grant funds to expand and create new oral history content
2. Ensure all materials in the archive have records in the catalog
3. Community members for content creation

Resources required:

1. Library Director's time
2. Grant funds
3. Community Organizations
4. Community members and support

GOAL 5: INTERGENERATIONAL LEARNING

Foster creativity, curiosity, and inspire lifelong learning

Objective 5a. 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. Programming staff time
4. Online survey platform service
5. Inside library comment box
6. Advertising/Marketing

Objective 5b. Create steps in services and programs that connect patrons through their stages of life

Activities:

1. Reengage teens to have them help us create services and programs that reach them
2. Expand adult programming
3. Staff development to ensure success of services and programs
4. Create an environment that fosters creativity and curiosity

Resources required:

1. Youth services time
2. Assistant Director's time
3. Continue with our survey
4. Professional development trainings
5. Budget monies

GOAL 6: INTERNAL INFRASTRUCTURE

Advance the library from the inside out

Objective 6a. Create a Library Marketing Plan

Activities:

1. Research other libraries marketing plans
2. Integrate current practices and new ideas into a plan for our library
3. Evaluate how we outreach to our patrons

Resources required:

1. Director's time
2. New Mexico Library Director listserv

Objective 6b. Review and update the Library Technology Plan

Activities:

1. Review our current outdated library technology plan
2. Integrate current practice and new ideas into our plan
3. Reach out to other libraries to see their technology plans

Resources required:

1. Assistant Director's time
2. Director's time
3. New Mexico Library Director listserv

Objective 6c. Review and update Library Safety Plans and Procedures

Activities:

1. Review all safety plans and ensure they are current
2. Add an earthquake safety plan

Resources required:

1. Assistant Director's time
2. Director's time
3. New Mexico Library Director listserv

Objective 6d. Create sub-department Standard Operating Procedures (SOP)

Activities:

1. Review current procedures for all departments
2. Create procedures for all departments
3. Update any incorrect or out of date procedures
4. Ensure procedures are included in all training manuals
5. Train staff on any changes to procedures

Resources required:

1. Staff time
2. Supplies for notebooks
3. Online storage of resources

Objective 6e. Review and update Library job descriptions**Activities:**

1. Review current job descriptions for all staff members
2. Ensure job descriptions align with current tasks of staff members

Resources required:

1. Director's time
2. Assistant Director's time

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 Library Board meetings as needed 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: July 1, 2023

Approved by the Carlsbad Public Library Board of Trustees: May 10, 2023