Fiscal Year 2025 Library Goals Workshop

Community Engagement

- Increase awareness
- Build community relationships
- Extend library services outside the walls of the building
- Invest to create a safe and welcoming destination for our community
  - What we will do:
    - Participate in community events and activities to share information about the library
    - Create targeted marketing materials for outreach participation
    - Focus our partnership efforts to engage with people who are not regular library users
    - Invest to improve the building and the customer experience

History & Culture

- Expand collaborations with historical, cultural, and artistic organizations
- Encourage curiosity and exploration of our city
- Increase knowledge of our collections and resources
  - What we will do:
    - Create collection goals and criteria to improve our history collection
    - Scan original historical documents for patrons to access digitally
    - Promote new and digitized materials to our community
    - Train staff about our history collection
    - Support, promote, and collaborate with community history and art groups
    - Share publicity about local events on the library's social media channels, in our newsletter, and in the building

Lifelong Learning

- Increase accessibility to technology tools and support
- Provide meaningful and enjoyable learning experiences
- Partner with educational resources
  - What we will do:
    - Continue to update technology and explore additional technological opportunities
    - Continue to research digital resources to promote and/or purchase that would be useful for our community
    - Promote database use with promotions and individualized learning sessions
    - Prioritize expanding the variety of programming provided for the community
    - Prioritize connecting with community groups to provide programming
    - Update our technology plan to comply with requirements from the Texas State Library and Archives Commission and the Erate reimbursement program

- Finalize a technology replacement plan with the IT Department
- Provide periodic staff training to increase knowledge about library resources such as the TexShare databases, Libby, and Mango Languages

Books & Reading

- Foster a love of reading and a culture of curiosity
- Increase the quality and depth of the collection
- Promote collection to increase usage
  - What we will do:
    - Connect with schools and other youth organizations to provide positive experiences for students
    - Increase literacy components of programs by incorporating material displays as part of the program
    - Highlight topics, authors, and collections with displays in various parts of the library
    - Seek opportunities to share books with youth and/or their families
    - Prioritize connecting with schools for outreach and library visits
    - Identify and remove outdated and noncirculating materials
    - Survey patrons for author suggestions and collection-building information
    - Transition noncirculating Storytime Boxes to circulating literacy backpacks
    - Create collection goals and criteria to improve our collection

Culture of Service

- Meet and exceed customer needs and expectations
- Ensure equitable and inclusive access to library services
- Create a plan for future growth
  - What we will do:
    - Survey the physical space and how people use it
    - Survey patrons and nonusers for needs, wants, and expectations
    - Provide consistent, reliable, accurate, and engaging content and information through email marketing, social media and print materials
    - Create a plan for staff advancement and employee growth
    - Provide staff training opportunities for customer service, technology, and library collections
    - Continue cross training staff so all functions have at least one backup person.
    - Explore ways to improve our customer service
      - Adjust hours to better serve the community
      - Provide enhanced library cards
      - Explore alternatives to video phone for deaf patrons.
      - Explore the possibility for additional individual or small group workspaces including a free-standing booth option
    - Update and evaluate at least three policies

Administrative

- Involve relevant staff members in purchasing and inventory tracking, budget tracking, and budget planning
- Continue to identify documents and information for retention in Laserfiche
- Continue with systematic decluttering of storage spaces and files
  - Continue digitization of paper patron card files
- Plan to reconfigure spaces to accommodate future staff growth
- Update Emergency Management plans
- Update the Library's Strategic Plan for 2026-2031