



WORKSHOP

MEETING DATE: Oct 2, 2023

AGENDA ITEM: 6B

TITLE:

Fiscal Year 2024 Goals Workshop

AGENDA ITEM SUBMITTED BY:

Bonnie Pierson, Library Director

BASTROP PUBLIC LIBRARY FISCAL YEAR 2023 GOALS:

Community Engagement

- Increase awareness
- Develop new resident information that can be given to the Chamber of Commerce, apartment complexes and realtors.
- Create and maintain crates with branded books and magazines for people to take. These will be placed in a variety of locations throughout Bastrop.

Extend library services outside the walls of the building

- Focus our partnership efforts to engage with people who are not regular library users. Suggested partnerships this year:
 - Mina ACE program, Compass Rose Charter School, Founders Classical Academy, the Bastrop Senior Center, Bastrop County Historical Museum, and the Bastrop Recreation Center
- Invest to create a safe and welcoming destination for our community
 - Continue to work with the Texas Master Naturalists to improve the landscaping around the building and parking lot.
 - Continue with the building updates by rearranging the adult fiction area, adding acoustical improvements in the children's area, and purchasing a new podium and microphone system for the meeting room.

History & Culture

- Expand collaborations with historical, cultural, and artistic organizations
 - Support and promote the Bastrop County Genealogical Society and their programs.
 - Support, promote, and collaborate with the Bastrop County Historical Museum.
 - Collaborate with the Bastrop Art Center to host exhibits and highlight local artists.
- Encourage curiosity and exploration of our city
 - Share publicity about local events on the library's social media channels, in our newsletter, and in the building.
 - Provide passes and/or tickets to local events or exhibits as part of our circulating collection or as prizes during events.
- Increase knowledge of our collections and resources

- Audit our history collection.
- Create collection goals and criteria to improve our collection.
- Scan original historical documents for patrons to access digitally.
- Promote new and digitized materials to our community.
- Train staff about our history collection.

Lifelong Learning

- Increase accessibility to technology tools and support
 - Update our technology plan to comply with requirements from the Texas State Library and Archives Commission and the Erate reimbursement program.
 - Collaborate with the city IT department to create a technology replacement plan.
 - Provide periodic staff training to increase knowledge about library resources such as the TexShare databases, Libby, and Mango Languages.
 - Continue to research digital resources to promote and/or purchase that would be useful for our community.
- Provide meaningful and enjoyable learning experiences
 - Promote database use with promotions and individualized learning session through our Tech Tutor service.
 - Prioritize foundational library programming and work to provide an excellent customer experience.
 - Provide family centered activities during the summer reading program.
 - Provide self-directed activities at various times throughout the year.
 - Increase program opportunities for adults through partnerships and outreach.
- Partner with educational resources
 - Contact Compass Rose Charter School, Founders Classical Academy, and the Mina ACE program to collaborate about ways to connect with their students.
 - Connect with local nonprofits and organizations for program collaborations, especially those for adults.

Books & Reading

- Foster a love of reading and a culture of curiosity
 - Connect with Compass Rose Charter School, Founders Classical Academy, and the Mina ACE program and provide experiences for their students.
 - Increase literacy components of programs by incorporating material displays as part of the program.
 - Involve multiple staff members in the creation of material displays.
- Increase the quality and depth of the collection
 - Identify and remove outdated and noncirculating materials
 - Survey patrons for author suggestions and collection building information
 - Continue to update nonfiction materials with timely topics and reliable information
- Promote collection to increase usage
 - Highlight topics, authors, and collections with displays in various parts of the library
 - Seek opportunities to share books with youth and/or their families

Culture of Service

- Meet and exceed customer needs and expectations
 - Survey patrons and nonusers for needs, wants, and expectations
 - Provide staff training opportunities for customer service, technology, and library collections
 - Greet every customer that comes through the door
 - Provide consistent, reliable, accurate, and engaging content and information through email marketing, social media and print materials
- Ensure equitable and inclusive access to library services
 - Update and evaluate at least three policies
 - Update circulation, Interlibrary loan, and TexShare procedures
- Create a plan for future growth
 - Survey the physical space and how people use it quarterly
 - Update, streamline, and create a uniform format for all job descriptions
 - Create a plan for staff advancement and employee growth

Administrative

- Involve relevant staff members in purchasing and inventory tracking, and budget tracking and planning
- Move III retention files to Laserfiche
- Continue to identify documents and information for retention in Laserfiche
- Continue with systematic decluttering of storage spaces and files
- Create a uniform job description format and definitions for universal duties, tasks, and requirements that aligns with the staff advancement plan
- Update Emergency Management plans

A review of achievements regarding fiscal year 2023 goals will be provided during the November 2023 Library Board meeting.

BASTROP PUBLIC LIBRARY FISCAL YEAR 2024 SUGGESTED GOALS:

- Include the Bastrop County Visitor Center and Museum in organizations to receive information from the Bastrop Public Library curated for residents.
- Participate in community events and activities to share information about the library.
- Create targeted marketing materials for outreach participation.
- Build community relationships by looking for opportunities to promote community organizations, events, activities, and programs through displays and promotional materials.
- Include Bastrop Independent School District (BISD) elementary schools in focused partnership organizations.
- Invest in ways to improve the building to enhance the customer experience, such as upgrading equipment available in the Pressley Meeting Room and Maynard Conference Room.
- Work with the Historic Education and Resources Taskforce (HEART) to improve communication and resource sharing.
- Partner with organizations to include the library in community activities.
- Promote Mango Languages with targeted publicity, both internal and through social media.
- Prioritize expanding the variety of programming provided for the community.
- Provide family-centered activities periodically throughout the year.

- Include Headstart and Bastrop Independent School District (BISD) elementary schools in student-connection efforts.
- Expand and diversify youth organizational connections to further provide positive experiences for students.
- Provide interactive and engaging displays in the Children's area.
- Adjust hours to better serve the community.
- Adopt an alternative credit card system to increase transaction efficiency.
- Provide enhanced library cards.
- Reorganize and reconfigure spaces to accommodate future staff growth.
- Shuffle the Juvenile collection to improve accessibility.
- Continue digitizing paper patron cards.
- Find an alternative to the video phone for deaf patrons.
- Partner to offer a seed library.
- Transition Storytime boxes into literacy bags.
- Plan for the transition of adult fiction into an alphabetical-order arrangement.
- Explore the idea of a free-standing privacy booth.
- Move to one library card for all patrons, with the exception of enhanced cards.
- Partner with Libraries for Health to provide a health education series.

