



# Fiscal Year 2024 Library Goals Discussion

## Community Engagement

- Increase awareness
  - Develop new resident information that can be given to the Chamber of Commerce, [Visitor's Center](#), apartment complexes and realtors.
  - [Participate in community events and activities to share information about the library.](#)
  - [Create targeted marketing materials for outreach participation.](#)
  
- Build community relationships
  - [Look for opportunities to promote community organizations, events, activities, and programs through displays and promotional materials.](#)
  
- 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 and BISD elementary schools](#), [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](#) and/or other entities to improve the landscaping around the building and parking lot.
  - [Invest to improve the building and the customer experience.](#)
    - [Equipment for the Pressley Meeting Room and Maynard Conference room](#)
    - [Reorganize the materials in the juvenile collection to improve access](#)
    - [Create a plan to transition the adult fiction section away from a genre based organization.](#)

## 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.
  - [Work with HEART to improve communication and resource sharing.](#)
  
- 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.
  - [Partner with organizations to include the library in community activities.](#)

- Increase knowledge of our collections and resources
  - 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 expand the 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.
  - 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.
  - Provide self-directed activities at various times throughout the year.
  - Increase program opportunities for adults through partnerships and outreach.
    - Connect with local organizations and individuals to provide quarterly history programs.
  
- Partner with educational resources
  - Contact Compass Rose Charter School, Founders Classical Academy, [Headstart](#), [BISD elementary schools](#), 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.
    - Provide programs through the Libraries for Health Initiative.
    - Work to create a seed library through a partner collaboration.

## 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 [other youth organizations to provide positive experiences for students](#).
  - Increase literacy components of programs by incorporating material displays as part of the program.
  - Provide interactive and engaging displays in the Children's area.
  - Transition noncirculating Storytime Boxes to circulating literacy backpacks.

- Increase the quality and depth of the collection
  - Identify and remove outdated and noncirculating materials
  - Survey patrons for author suggestions and collection building information
  - [Create a collection of local author materials](#)
  - 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
  - Provide consistent, reliable, accurate, and engaging content and information through email marketing, social media and print materials
  - Explore ways to improve our customer service
    - [Adjust hours to better serve the community](#)
    - [Adopt a alternative credit card system to increase transaction efficiency](#)
    - [Provide enhanced library cards](#)
    - [Explore alternatives to video phone for deaf patrons.](#)
    - [Consider shelving reserves for self-service](#)
- Ensure equitable and inclusive access to library services
  - Update and evaluate at least three policies
  - [Continue and complete internal procedure update](#)
- 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
  - [Explore the possibility for additional individual or small group workspaces including a free standing booth options.](#)

## Administrative

- Involve relevant staff members in purchasing and inventory tracking, and budget tracking and 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](#)
- [Reorganize and reconfigure spaces to accommodate future staff growth](#)
- [Create a uniform onboarding plan and procedures to ensure consistent staff orientation and training.](#)
- Update Emergency Management plans