

Bayard Public Library

Strategic Plan

July 1, 2026- June 30, 2029

1. Purpose of the Strategic Plan

Bayard Public Library plays an essential role in the life of the Bayard community and the surrounding Mining District and Mimbres Valley as a trusted place for learning, access, and connection. As community needs, technologies, and expectations continue to evolve, the library must remain responsive while staying grounded in its core mission and values.

This Strategic Plan provides a guiding framework for Bayard Public Library over the next several years. It is designed to clarify priorities, support thoughtful decision-making, explore potential partnerships to expand programming, and ensure that library services continue to meet the needs of residents of all ages.

The development of this plan was informed by community input gathered through a Strategic Planning Community Survey, the Strategic Planning Committee, as well as input from library staff and leadership. Community members shared how they currently use the library, what they value most, and what services they hope to see strengthened in the future. This feedback highlights strong support for the library, appreciation for existing services, and a desire to see the library continue to grow as a place of learning, access, and community connection.

Through this strategic plan, Bayard Public Library affirms its commitment to serving the community with transparency, inclusivity, and stewardship. The plan will be reviewed regularly. Together, these efforts will help ensure that Bayard Public Library remains a vital, welcoming, and sustainable resource for the community now and into the future.

2. Our Community and the Library's Role

Bayard Public Library serves the community of Bayard and the surrounding Mining District and Mimbres Valley, an area characterized by strong local identity, close community ties, and residents of all ages. As a small, rural community, Bayard faces both opportunities and challenges related to digital equity, programming capacity, building capacity, and funding sources. For many residents, the library is one of the few free, welcoming places available for learning, connection, and access to essential services.

The library plays a vital role as a trusted and neutral community institution. Residents rely on Bayard Public Library for access to books and other materials, public computers, internet, mobile hotspots, printing and copying services, and a quiet, safe place to spend time. Beyond

these core services, the library also serves as a hub for lifelong learning, family engagement, and community programs that bring people together across generations.

Community feedback gathered during the strategic planning process highlights the deep value residents place on the library. Survey respondents consistently described the library as welcoming, inclusive, well-run, and expressed appreciation for both the services offered and the staff who provide them. At the same time, community members shared a desire for the library to continue strengthening its role as a learning center, a gathering place, and a connector to information, technology, and local resources.

Within this context, Bayard Public Library's role extends beyond that of a traditional lending institution. The library functions as an access point for information and technology, a support system for children, families, students, and seniors, and a space where community members can come together to learn, connect, and participate in civic life. This strategic plan recognizes the library's unique position within the community and seeks to build upon its strengths while remaining responsive to local needs.

3. Mission, Vision, and Values

Bayard Public Library's mission, vision, and core values provide the foundation for this Strategic Plan. They reflect the library's purpose, its aspirations for the future, and the principles that guide decision-making, service development, and community engagement. Together, they define the strategic priorities outlined in this plan and shape how the library serves its community.

Mission

The Bayard Public Library provides critical access to information, technology, and educational opportunities, empowering the underserved communities of Grant County to learn, connect, and thrive.

Vision

To be a vibrant community hub that bridges the access gap, inspires lifelong learning, and fosters interconnectedness through dynamic programming for all ages and abilities in partnership with local organizations.

Core Values

Accessibility

Ensuring equitable access to information, technology, and resources for all members of our community.

Community-Centered

Building a welcoming space that reflects and supports the unique needs and strengths of our community.

Lifelong Learning

Promoting literacy, education, curiosity, joy, and growth for patrons of all ages and abilities.

Inclusivity

Celebrating diversity and providing a safe, respectful space where everyone feels valued.

Collaboration

Partnering with local organizations and community members to enhance our services and programming.

Empowerment

Enabling individuals to achieve their potential through resources, education, and support.

4. What We Heard from the Community

Community input was a central part of the strategic planning process for Bayard Public Library. Through a community survey, residents shared how they use the library, what they value most about current services, and how they would like to see the library evolve in the coming years. The feedback reflects strong community engagement, high satisfaction with the library, and thoughtful ideas for future growth.

Several clear themes emerged from the community's responses. Residents consistently identified the library as a welcoming, inclusive, and trusted space that plays an essential role in daily life. Many expressed appreciation for core services such as access to books and materials, public computers and the internet, printing and copying services, and the availability of a quiet, safe place to spend time. These core services are relied upon by people of all ages and were frequently highlighted as services the community values and wants maintained.

Community members also expressed strong interest in lifelong learning opportunities. Survey responses emphasized early literacy and educational programming for children, as well as learning opportunities for teens, adults, and seniors. Requests included activities that support education, skill-building, personal growth, and family engagement, reinforcing the library's role as an educational resource.

Technology access and support were identified as another important need. Residents shared that access to computers, internet, digital resources, and help navigating technology are essential services, especially job searching, education, and everyday tasks. The library is seen as a reliable access point for these resources, and community members would like to see this role strengthened.

The library's function as a community gathering place was also strongly affirmed. Respondents described the library as a place where people can connect, participate in programs, and feel a sense of belonging. Many suggested more community programs, cultural events, and partnerships with local organizations as ways to expand the library's impact while building on existing strengths.

Finally, feedback highlighted the importance of clear communication and access to information. Community members shared a preference for receiving library information through a combination of digital and traditional methods and expressed interest in expanded language access, particularly Spanish. There was also strong support for diversifying library funding sources via library levies, county bonds, grants, and Friends of the Library.

Together, these themes demonstrate a community that values its library, supports its mission, and wants to see it continue to grow as a place for learning, access, and connection. The strategic priorities outlined in this plan directly reflect the needs, values, and ideas shared by the community.

5. Strategic Priorities

Guided by community input, existing strengths, and the library's mission and values, Bayard Public Library identified five strategic priorities to guide decision-making over the coming years covered by the Strategic Plan, July 1, 2026 – June 30, 2027. These priorities reflect areas where community feedback was strongest and most consistent, and where the library can have the greatest impact within existing resources and capacity.

These priorities recognize Bayard Public Library as both a vital provider of essential services and a community centered space for learning, access, and connection. They also reflect the realities of serving a small, rural community, where flexibility, collaboration, and sustainability are essential.

The following strategic priorities represent the framework that will guide Bayard Public Library's work during the plan period and identifies collaboration and partnership opportunities to achieve these priorities.

Strategic Priorities

Priority 1: Support Lifelong Learning for All Ages

- Expand access to educational opportunities that support literacy, skill-building, and personal growth for children, teens, adults, and seniors.
- Strengthen early literacy and youth learning opportunities
- Continue hosting collaborative programs like the NM Summer Reading Program and the Nature Discovery Camp
- Continue utilizing free programming offered by state departments such NM Department of Cultural Affairs and Office of Archaeological Studies
- Continue library staff lead programs like Mother Goose on the Loose
- Provide meaningful engagement for teens and young adults
- Support adult education, skill development, and lifelong learning
- Encourage family-based learning and intergenerational participation
- Offer programming that reflects community interests, needs, and goals
- To achieve these priorities, Bayard Public Library will seek partnerships with community organizations such as the Western Institute for Lifelong Learning (WILL), Literacy Link Leamos and other organizations with similar missions and priorities.

Priority 2: Maintain and Enhance Core Library Services and Collections

- Ensure reliable, relevant, and equitable access to the essential services and materials the community depends on.
- Sustain and invest in high-quality access to books, media, and digital resources
- Maintain essential services such as printing, copying, and internet access
- Expand and diversify collections to reflect community interests and identities
- Ensure services remain consistent, welcoming, and responsive to community needs
- Add a digital lending platform while maintaining in person library visit stats
- Expand Monday – Thursday hours from 5 pm to 6 pm
- Utilize NM State Library online training to enhance staff's professional development and rotate which staff members attends the annual New Mexico Library Association Conference

Priority 3: Expand Technology Access and Digital Support

- Provide equitable access to technology and support community members in navigating an increasingly digital world.
- Maintain reliable access to public computers and high-quality internet
- Support digital literacy and confidence through one-on-one assistance and learning opportunities
- Expand awareness and use of digital library resources
- Assist community members with technology needed for education, employment, and daily life
- Reduce barriers to digital access for underserved populations
- Provide community Digital Literacy Classes
- To achieve these priorities, Bayard Public Library will host a New MexiCorps- Digital Navigator, a program administered and paid through the Department of Workforce Solutions starting July 1, 2026.

Priority 4: Strengthen the Library as a Community Gathering and a Community Connector

- Build on the library's role as a welcoming space that fosters connection, collaboration, and shared experiences.
- Offer programs and events that bring community members together across ages and backgrounds
- Strengthen partnerships with local organizations to expand services and impact
- Provide a safe, inclusive, and welcoming environment for all
- Support opportunities for civic engagement, cultural enrichment, and community dialogue
- Encourage shared use of library space as a place for connection and belonging
- Host exercise classes such as yoga, Pilates, and Tai Chi in the conference room and Library Park.
- Continue collaboration with other organizations such as Frontier Food Hub on Mining District cultural events such as the first annual Dia De Muertos Mining District 2025 celebration.

Priority 5: Improve Access, Awareness, and Communication

- Ensure that all community members can easily access library services and understand the value the library provides.

- Use a mix of communication methods, including printed flyers, website, social media, newspaper news releases, and appear as guests on local radio shows to reach diverse audiences
- Increase awareness of library services, programs, and resources through outreach initiatives such as continued participation in literacy nights within the Cobre School District and tabling and providing craft activities at local summer and fall festivals
- Support language accessibility and inclusive communication practices
- Improve clarity around how to access services, resources, and tools
- Strengthen transparency and communication around library funding, services, and impact
- Create a Gear Lending Library to improve access to the outdoors
- Diversify funding sources through county bonds, library levies, and grants

6. Implementation and Flexibility

This Strategic Plan is intended to serve as a guiding framework for Bayard Public Library. This approach allows the library to remain focused on long-term goals while responding to changing community needs, staffing levels, funding opportunities, and partnerships.

Flexibility is essential for serving a small, rural community. Opportunities and challenges may arise that were not anticipated at the time this plan was developed. The library will use its mission, vision, and core values as a guide when making decisions about new initiatives, partnerships, or resource allocation, ensuring that adjustments remain consistent with the broader goals of the Strategic Plan.

This plan will be reviewed annually by library staff, Library Board, and leadership to assess progress, reflect on lessons learned, and make adjustments as needed. Through this ongoing process, Bayard Public Library will continue to remain responsive, community centered, and committed to providing meaningful services that support learning, access, and connection.

7. Evaluation and Accountability

Bayard Public Library is committed to responsible stewardship of public resources and to maintaining the trust of the community it serves. Annual evaluation and accountability are essential to ensuring that the Strategic Plan remains relevant, effective, and responsive to community needs.

Progress toward strategic priorities will be reviewed regularly by library staff and leadership through an annual review process. This review will consider qualitative and quantitative information such as service usage, program participation, community feedback, and progress toward goals identified in annual work plans. Rather than focusing solely on numbers, the library will use evaluation as an opportunity to reflect on what is working well, what challenges have emerged, and where adjustments may be needed.

The Strategic Plan is intended to be a living document. As community needs, resources, or circumstances change, the library may refine its approaches while remaining aligned with the priorities, mission, vision, and values outlined in this plan.

Bayard Public Library will continue to communicate openly with the community, Library Board, Bayard City Council, and other stakeholders about progress and future directions. Through regular review, thoughtful reflection, and clear communication, the library will ensure that this Strategic Plan serves as a meaningful guide for continuous improvement and long-term sustainability.

8. Looking Ahead

Bayard Public Library enters the coming years with a strong foundation of community trust, meaningful services, and a clear sense of purpose. This Strategic Plan reflects the voices of community members, the commitment of library staff and leadership, and the shared belief that the library is an essential resource for learning, access, and connection.

As the library moves forward, these strategic priorities will guide decisions, strengthen partnerships, and support thoughtful growth that remains responsive to local needs. Through annual planning, ongoing evaluation, and open communication, Bayard Public Library will continue to serve as a welcoming, inclusive, and resilient community institution.

By staying grounded in its mission and values while remaining adaptable to change, Bayard Public Library is well positioned to continue supporting the community now and into the future.