

ARTESIA PUBLIC LIBRARY

STRATEGIC PLAN

JULY 1, 2017 TO JUNE 30, 2020

Vision Statement:

The Artesia Public Library aspires to be the center of information and discovery in the community. Through innovative programming and marketing, relevant collections and responsive services, its goals are to support lifelong learning and the joy of reading, and to enrich, entertain and educate residents of all ages and cultures.

Mission Statement:

The modern public library supports lifelong learning, advances knowledge creation, and strengthens its community. It provides the tools and resources to support creativity, research, and problem solving while asking and answering questions that challenge patron assumptions. Both the physical and virtual library spaces encourage patrons to engage with information, process it, reflect on it, have conversations about it, and develop new ideas. The Artesia Public Library is such a library; bringing people, information, and ideas together to create opportunities.

Goal 1: Spanish speaking residents in the community and surrounding areas will have access to quality Spanish language materials and other materials to meet their informational, recreational, and cultural needs.

Objective 1a. During FY 2017-2020, 10% of the library's material budget will be devoted to the Spanish language collection.

Activities:

1. Selection of quality Spanish material from professional journals by Spanish speaking staff members
2. Addition of collection development and book review services, such as Junior Library Guild to enhance the children's Spanish collection
3. Surveys of community members in English and Spanish to determine the specific need of material

Resources required:

1. Staff time
2. Professional journals and other resources
3. Budget monies
4. Books

Objective 1b. During FY 2017-2020, reference materials pertaining to immigration and citizenship will be evaluated each March/March and outdated or invalid information will be weeded/replaced/updated.

Activities:

1. Library will work with immigration and citizenship organizations in the community to assure we have relevant and current information
2. Staff will search through our book vendors' catalog to find updated versions of reference material
3. Staff will pull outdated material from collection

Resources required:

1. Staff
2. Community organizations
3. Books

Objective 1c. During FY 2017-2018, the library will add at least, one English as a Second Language (ESL) material in print, audio, and digital formats.

Activities:

1. Staff will research ESL materials in professional journals and select quality resources to add to the collection
2. Staff will advertise the addition of ESL in the library to promote use

Resources:

1. Staff
2. Budget monies
3. Professional resources/journals

Goal 2: Individuals in the community will have ready access to a variety of current adult non-fiction materials to meet their informational, recreational, and cultural needs.

Objective 2a. During the FY 2017-2020, the average publication date of the adult non-fiction will be decreased by ten (10) years.

Activities:

1. Review the CREW Manual and other professional literature
2. Each Dewey section will have assigned a month of the year for evaluation
3. Pull unwanted/outdated material from collection
4. Order replacement/updated new titles for collection

Resources required:

1. CREW Manual
2. Staff training
3. Staff time
4. Professional journals/publications

Objective 2b. During the FY 2017-2020, bi-annual surveys about the library's services and collection will be collected by at least 5% of the Artesia, NM population.

Activities:

1. Library staff will work together to develop a survey that asks about services and collections
2. March and September of each year, staff will distribute surveys to patrons and community members outside the library
3. Results will be collected via print and online services such as SurveyMonkey for a one month period
4. Results will be evaluated and distributed to staff

Resources required:

1. Staff time
2. Library supplies
3. Advertising
4. Online survey platform service

Objective 2c. During FY 2019-2020, when surveyed in the bi-annual survey, 80% of respondents will say that the adult non-fiction collection is relevant to their needs and the needs of the community.

Activities:

1. March and September of each year, staff will distribute surveys to patrons and community members inside and outside of the library
2. Results will be collected via print and online source for a one month period
3. Surveys will be evaluated and analyzed

Resources required:

1. Staff time
2. Library supplies
3. Advertising
4. Online survey platform service

Goal 3: Adults in Artesia and surrounding areas will have ready access to a variety of programs and information to meet their recreational and cultural needs.

Objective 3a. During FY 2017-2020, attendance to adult programs will increase by 10% each year.

Activities:

1. Staff will work to offer monthly programs for adults that support the library's mission and vision statement
2. Each month will showcase an unique or non-serial program that promotes learning or doing

3. Staff will book programs two to three months early to allow time to advertise
4. Flyers will be distributed across town and local media (radio, print, and TV).
5. Library will start a print/online newsletter showcasing upcoming programs

Resources required:

1. Staff time
2. Budget monies
3. Program supplies
4. Professional resources/blogs
5. Flyers and other marketing material
6. E-marketing services, such as Mail Chimp

Objective 3b. During FY 2017-2020, the library will partner with at least six (6) outside organizations a year and have them present or support library programs.

Activities:

1. Library will reach out to organizations in Artesia and surrounding areas to have them host programs on education, lifestyle, hobbies, health, wellness, and other relevant topics
2. Staff will look into hosting programs outside the library with these organizations
3. Staff will advertise programs and organizations to the community
4. Staff will provide thank yous to organization

Resources required:

1. Staff time
2. Community organizations
3. Programming budget monies
4. Thank you gifts
5. Marketing material

Objective 3c. During FY 2019-2020, when surveyed in the bi-annual survey, 80% of respondents will say that adult programs attended at the library were of high quality and supported the library's mission of lifelong learning.

Activities:

1. March and September of each year, staff will distribute surveys to patrons and community members inside and outside of the library
2. Results will be collected via print and online source for a one month period.
3. Surveys will be evaluated and analyzed

Resources:

1. Staff time
2. Library supplies
3. Online survey platform service

Outcome Based Evaluation:

At this time, the plan will be revised and updated as needed using survey results, library reports findings and maintenance by the library supervisor. The Strategic Plan for FY 2017-2020 will be reviewed and updated at the April Library Board meetings in 2018, 2019, 2020 to reflect any changes or needed adjustments. Changes will be sent to the New Mexico State Library as an addendum.

Date of Plan: May 5, 2017

Approved by the Artesia Public Library Board of Trustees: October 10, 2017