

# **ARTESIA PUBLIC LIBRARY**

## **STRATEGIC PLAN**

**JULY 1, 2020 TO JUNE 30, 2023**

### **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:** Library card usage and enrollment will increase, both for digital resources and print materials.

**Objective 1a.** During FY 2020-2023, active library cards will increase by 10% each year.

### **Activities:**

1. Promote Library Card Sign Up Month each year in September
2. Visit civic and social groups / activity fairs and promote getting a library card at least four (4) times each year
3. Publicize library services on social media, radio, and community television at least monthly
4. Compare active library cards (used at least once each year) in January of each year and make adjustments to increase usage if need be

### **Resources required:**

1. Staff time
2. Marketing and outreach materials
3. Resources from the American Library Association for Library Card Sign Up Month
4. Reports via Biblionix/Apollo
5. Budget monies

**Objective 1b.** Increase digital card enrollment by tenfold over the next three years.

**Activities:**

1. Promote digital card enrollment with the Artesia Public Schools at the beginning of each semester.
2. Promote digital cards via social media, radio, and other outlets at least monthly.
3. Every May, run a report of digital cards in system and compare numbers
4. Make promotional handouts and other signs to display in the library and around town

**Resources required:**

1. Staff time
2. Library supplies
3. Advertising
4. Promotional materials
5. Reports via Biblionix/Apollo
6. Budget monies

**Objective 1c.** During FY 2020-2023, use of digital resources, both electronic material circulation and digital resources access will increase by 10% each year

**Activities:**

1. In January and June of each year, staff will run reports to see usage of digital resources.
2. January and June of each year, staff will look at circulation numbers for New Mexico Library to Go and RBdigital
3. In June of each year, staff will evaluate current digital resources and suspend unused services and/or add new services that may be beneficial to patrons and our community
4. Each month, the library will highlight a digital resource via social media, the library's website, radio, and other media outlets
5. Each May, the library will conduct a SurveyMonkey survey asking about digital usage and reevaluate results to make future decisions

**Resources required:**

1. Staff time
2. Library supplies
3. Advertising
4. Online survey platform service
5. Reports via Biblionix/Apollo

**Goal 2:** 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 2a.** During FY 2020-2023, 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
5. Electronic survey platform (SurveyMonkey)

**Objective 2b.** During FY 2020-2023, reference materials pertaining to immigration and citizenship will be evaluated each March/September 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. Professional journals
4. CREW manual

**Objective 2c.** During FY 2020-2021, the library will add at least, one English as a Second Language (ESL) material in print, audio, and/or 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 3:** Library patrons and members of the community will have access to quality programs and materials with an emphasis on science, technology, engineering, and mathematics (STEM).

**Objective 3a.** During FY 2020-2023, at least 10% of all programs will have a STEM element.

**Activities:**

1. Staff will work to incorporate STEM into their existing programs
2. STEM programs for adults will be offered at least three (3) times a year
3. Staff will work with homeschool groups to offer a weekly children/teen STEM Lab program.
4. A weekly STEM Lab program will be offered during the school year for school-age children
5. Coding Clubs will be offered for teens and school age children at least monthly
6. Flyers advertising programs will be distributed across town and local media (radio, print, and TV).

**Resources required:**

1. Staff time
2. Budget monies
3. Program supplies
4. Professional resources/blogs
5. Flyers and other marketing material
6. STEM Lab equipment
7. Mobile Laptop equipment
8. Subscription to Prenda

**Objective 3b.** During FY 2020-2023, the library will add at least fifty (50) new STEM titles each year to the adult, teen, and children's non-fiction collection

**Activities:**

1. Librarians will review professional publications to select high quality and relevant titles for their collection
2. Librarians will look at the current collection and update any outdated STEM material at least quarterly
3. Staff will make displays promoting new items added to the STEM collection and as well as STEM programs at least yearly

**Resources required:**

1. Staff time

2. CREW manual for weeding
3. Professional resources/journals
4. Display materials
5. Budget monies

**Objective 3c.** During FY 2020-2023, the library will conduct outreach programs with our STEM Lab equipment at least twice a year

**Activities:**

1. Staff will contact homeschool groups, recreational centers, youth organizations and surrounding school districts to schedule and arrange outreach programs
2. Programs will be developed using equipment in our STEM Lab that is age appropriate for the group visiting
3. A follow-up survey will be given to outreach groups evaluating our program, so we may improve this service to the community

**Resources:**

1. Staff time
2. Library supplies
3. Online survey platform service
4. Program supplies
5. Library truck
6. Professional resources for program development
7. Budget monies

**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 2020-2023 will be reviewed and updated at the April Library Board meetings in 2021, 2022, 2023 to reflect any changes or needed adjustments. Changes will be sent to the New Mexico State Library as an addendum.

Date of Plan: May 26, 2020

Approved by the Artesia Public Library Board of Trustees: June 2, 2020 via Zoom