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Be Inspired - Be Curious - Be Here  
**BELONG**



**Strategic Plan Update**

**Oct. 1, 2016 - Sept. 30, 2019**

**P][PL Patrick Heath PUBLIC LIBRARY**

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# **B E L O N G**

## Our Values



### **INCLUSIVE**

- Everyone belongs
- Welcoming
- Open
- Engaged
- Safe and friendly
- Sense of community

### **RESPONSIVE**

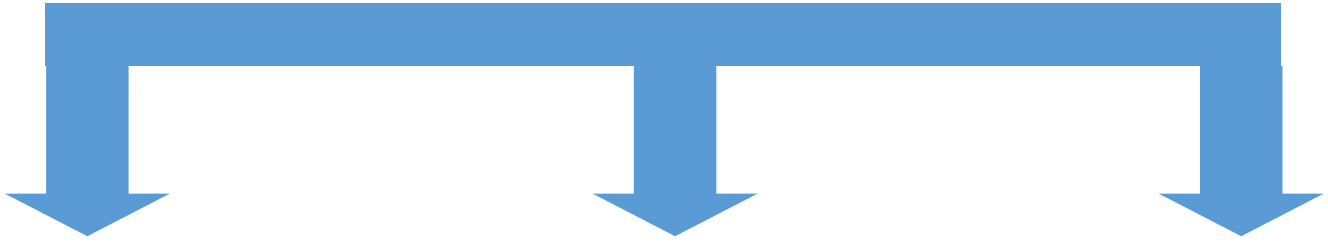
- Reader's advisory
- Information navigation
- Knowledge sharing

### **RESPECTFUL**

- Relationships:**
  - Staff and patrons
  - Staff and staff
  - Staff and volunteers
  - Community partners
- Customer rights:**
  - Privacy
  - Freedom of thought
  - Solitude

# B E L O N G

Our library customers will



## BE INSPIRED

**OUR GOAL** is to inspire people of all ages to read, view and listen for pleasure.

**OUR OBJECTIVE** is to increase access to a variety of materials to meet customer needs.

**OUR OBJECTIVE** is to expand programming that engages the imagination.

**OUR OBJECTIVE** is to provide superb customer service with staff who are open, welcoming and knowledgeable when assisting customers on their journey of exploration.

## BE CURIOUS

**OUR GOAL** is to promote lifelong learning for all ages.

**OUR OBJECTIVE** is to increase resources, materials and community involvement to assist customers at every stage of learning.

**OUR OBJECTIVE** is to partner with community organizations and individuals to enhance and create learning opportunities.

**OUR OBJECTIVE** is to be a leading technology center for the community while cultivating technology literacy.

## BE HERE

**OUR GOAL** is to provide spaces to meet the needs of a growing, diverse community.

**OUR OBJECTIVE** is to develop creative ways to provide more flexible space options.

**OUR OBJECTIVE** is to grow beyond existing walls to connect with people in the community through outreach and virtual services.

**OUR OBJECTIVE** is to meet the needs of people seeking quiet space.

## EXECUTIVE SUMMARY

Our most current three-year strategic plan ended in June 2016. In order to comply with Texas State Library and Archives System guidelines, the plan must be reviewed and updated at least every five years.

We began gathering input from the community in the spring of 2016. We asked our stakeholder groups to complete a series of questions inspired by the Harwood Institute's *Turning Outward* approach, a method of engaging people in community values discussions. Additionally, from March through May 2016, we encouraged participation in a general library services survey. Staff attended several large community events to gather surveys and also handed out surveys to library program participants. In the end, we gathered 410 surveys. More than 40% of these survey participants lived inside the city limits, 34.4% lived in the county and approximately 25% lived outside the county. A staff committee then convened several times to analyze the survey data as well as local and national library data and current studies.

By doing so staff determined library values and priorities. Our values, based on responses to the Harwood Institute questions, center around inclusiveness, responsiveness and respect. Our discussions revealed the overall theme of belonging; that the library plays a key role in creating an environment for connection. Two of our service priorities remain the same: reading, viewing and listening for pleasure and lifelong learning. The other important priority is providing a quiet, comfortable space. The survey revealed laudatory remarks on library staff, programs, collections and facilities; however the most prevalent concern was the noise and level of activity at certain times of the day. This plan update seeks to address this deficiency by reconfiguring spaces in the library.

Staff will continue to emphasize organizational competencies from the previous plan particularly partnerships, training and staff development, and marketing.

As indicated in the previous plan, this update is based on the assumption that funding will not significantly increase or decrease during the plan years: 2016-2019. If new costs are incurred to meet the goals of this plan, it is assumed that a) costs elsewhere in the operating budget may be reduced; that b) fundraising will cover the costs; or that c) cost-free alternatives will be utilized to accomplish the goals.

We are encouraged by the responses we heard from the community and feel confident that we can continue to provide the excellent customer service, programs, resources and staff that they have come to expect.

## BE INSPIRED

**OUR GOAL** is to inspire people of all ages to read, view and listen for pleasure.

**OUR OBJECTIVE** is to increase access to a variety of materials to meet customer needs.

### *Youth Services Activities*

1. PROVIDE themed book displays in the youth services department to showcase authors, genres, topics of interest.
2. INCREASE number of children's digital titles.
3. WRITE a book suggestion feature to publish in various sources.

### *Young Adult Services Activities*

1. INCREASE number of young adult digital titles.
2. ADD digital comic books to the young adult collection.
3. CREATE a young adult reader's advisory section and new-book showcase on the library's website.
4. PURCHASE new video game titles annually.
5. CONSIDER checking out video game titles.

### *Adult Services Activities*

1. INCREASE number of adult digital titles by adding a wide variety of best-selling titles.
2. SEGMENT the adult collections by genre and subject matter to make browsing and searching within the physical collection a more user-friendly experience.
3. EXPAND reader's advisory both online and in the library through brochures, attention-getting displays and shelf-talkers.
4. ADD more discussion-style groups.

**OUR OBJECTIVE** is to expand programming that engages the imagination.

### *Youth Services Activities*

1. OFFER ballet classes and productions based on literature for ages 3 to 12.
2. HOST children's authors.
3. PROVIDE cultural awareness programs throughout the year.
4. PARTNER with BISD to host a Battle of the Books event for elementary students.
5. OFFER afterschool Book Bites for students that include book talks.

### *Young Adult Services Activities*

1. OFFER a writing program for young adults, focused on cultivating and developing a joy of writing and creative expression.
2. CREATE a program focused on exposing young adults to video production and online video hosting.
3. OFFER a photography club.
4. CULTIVATE a diversified and welcoming gaming community centered at the library.

### *Adult Services Activities*

1. PARTNER with organizations to provide cultural and artistic performances in the library and the amphitheater.
2. EXPAND existing written- and spoken-word circles to bring more exposure and opportunity for local writers through an annual book festival, poetry readings, etc.

**OUR OBJECTIVE** is to provide superb customer service with staff who are open, welcoming and knowledgeable when assisting customers on their journey of exploration.

### *Activities*

1. STRIVE to fully staff each public desk during weekday business hours.
2. PROVIDE extra staffing in the young adult services department when programming occurs.
3. ENSURE a bilingual staff member is available to assist customers during all business hours.

## BE CURIOUS

**OUR GOAL** is to promote lifelong learning for all ages.

**OUR OBJECTIVE** is to increase resources, materials and community involvement to assist customers at every stage of learning.

### *Youth Services Activities*

1. OFFER programs for pre-literacy development for babies 0 to 2 years.
2. OFFER literacy development programs for toddlers age 2 and up, one of which is bilingual.
3. IMPLEMENT programs for parents in early learning strategies and guidelines.
4. SHARE children-sized musical instruments with families to experience the joys of music.
5. HOST Latino family nights to introduce library services.
6. CONDUCT programs for special needs children.
7. PARTNER with the young adult services department to offer a reading mentor program for children.

### *Young Adult Services Activities*

1. RESTRUCTURE the Anime club to focus on more cultural and artistic aspects of Asian cultures.
2. IMPROVE the young adult section of the website to provide better access to online resources.
3. RECRUIT young adults to participate in a reading mentor program for children.
4. SUBSCRIBE TO an online homework assistance resource.

### *Adult Services Activities*

1. INCREASE awareness of the library's online database resources.
2. ADD database resources that meet goals for adult lifelong learning.

**OUR OBJECTIVE** is to partner with community organizations and individuals to enhance and create learning opportunities.

### *Youth Services Activities*

1. PARTNER with local organizations such as the YMCA and Shabby Palette to provide programs.
2. PARTNER with local schools and homeschool groups to showcase students' fine arts and performing arts at talent nights at the library.

### *Young Adult Services Activities*

1. TEAM UP with area schools and organizations to provide Science, Technology, Reading, Engineering, Art, Math (STREAM) programming throughout the Boerne community.

### *Adult Services Activities*

1. DEVELOP a program connecting customers interested in teaching certain subject matters with the public interested in learning about them.
2. PARTNER with community organizations with expertise in subject matters on community education, e.g. ESL and GED classes, fiber arts, language practice, family and local history to create environments where shared learning is achieved.

**OUR OBJECTIVE** is to be a leading technology center for the community while cultivating technology literacy.

### *Youth Services Activities*

1. HOST an afterschool robotics/coding/maker club for elementary students.
2. OFFER STREAM programs every month, to include components for preschoolers and elementary students.
3. PROMOTE tablet checkout program.
4. INCORPORATE new and emerging technologies into programming.

### *Young Adult Services Activities*

1. INCORPORATE new and emerging technologies into programming.
2. DEVELOP maker activities in the young adult services department.

### *Adult Services Activities*

1. PURCHASE laptops with Windows 10 to assist customers in need of technical assistance with that operating system.
2. PROMOTE laptop and tablet checkout programs.
3. SHOWCASE technology innovations in programming, e.g. Electric Car Rally and Electronic Petting Zoo.
4. INCORPORATE new and emerging technologies into programming.



## BE HERE

**OUR GOAL** is to provide spaces to meet the needs of a growing, diverse community.

**OUR OBJECTIVE** is to develop creative ways to provide more flexible space options.

### *Youth Services Activities*

1. OFFER use of the Youth Activity Room for youth-specific organizations and child-centered programs and/or meetings.
2. BUILD a playscape.

### *Young Adult Services Activities*

1. CREATE zones in the young adult area to open up the space to more and varied uses.

### *Adult Services Activities*

1. CREATE café and lounge space in the lobby.
2. INCREASE outdoor meeting and gathering space by creating areas for work and recreation.
3. UTILIZE space at the Bookshop Under the Windmill for library programs.

**OUR OBJECTIVE** is to grow beyond existing walls to connect with people in the community through outreach and virtual services.

### *Outreach Activities*

1. REACH OUT to students and families by attending family nights to promote library services.
2. CONDUCT outreach programs in underserved communities.
3. OPERATE pop-up library services at local community events, e.g. Dickens on Main and Movies in the Park.
4. LEAD book clubs at local schools.
5. PARTICIPATE in community ventures by seeking board positions with local community organizations.
6. INVESTIGATE innovative library services options.

### *Virtual Services Activities*

1. REDESIGN current website to be more adaptable to library use.

**OUR OBJECTIVE** is to meet the needs of people seeking quiet space.

### *Activities*

1. INCREASE capacity for study/quiet space by reconfiguring current library space.
2. CREATE separate quiet and loud zones.

## ACKNOWLEDGMENTS

### STRATEGIC PLANNING COMMITTEE MEMBERS

KELLY SKOVBJERG, Library Director  
 NATALIE MORGAN, Assistant Library Director  
 ROBIN STAUBER, Adult Services Librarian  
 CONSTANCE KEREMES, Youth Services Librarian  
 SERVANDO PEÑA, Young Adult and Outreach Services Coordinator

## WITH GRATITUDE FOR HELPING US REALIZE OUR GOALS

### BOERNE PUBLIC LIBRARY FOUNDATION

|   |  |
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| SUSIE MOSELEY, Vice President/Past<br>President | LISA PATTI   |
| JENNIFER NICHOLS, Secretary                     | KRISTI RABINOWITZ                                      |
| KRISTA UPHAM, Treasurer                         | CATHY C. SUAREZ  |
| JEFF AHLFORS                                    | ARIEL BROOKS-STEVENS and MEG SEMM,<br>Foundation Staff |

### FRIENDS OF THE BOERNE PUBLIC LIBRARY

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| ANN LIEBNER, 1 <sup>st</sup> Vice President | TERESA LANDERS, Treasurer  |
| LIN FLOYD, 2 <sup>nd</sup> Vice President   |                            |

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| NINA WOOLARD, Dist. 2   | CRAIG B. COLVIN, Dist. 5                |

### BOERNE CITY ADMINISTRATION

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 JEFF THOMPSON, Deputy City Manager  
 LINDA ZARTLER, Assistant City Manager

Approved by Boerne City Council on September 27, 2016