

**LAFAYETTE PUBLIC LIBRARY
STRATEGIC PLAN
2014-2016**

INTRODUCTION

The goal in preparing this Strategic Plan (2014-2016) is to provide direction for the future of the library. In doing so, the board must consider two different audiences. To the public, the board wishes to establish a clear message; not a prediction of the future, but principles upon which to improve upon the great work already being accomplished. To the staff, those principles must provide a framework for the path forward. With limited resources, and a responsibility to the residents of Lafayette to use those resources effectively, the library leadership faces frequent decisions about what services to provide and how to do so efficiently.

In developing this document, the Lafayette Public Library's Advisory Board adhered to the importance of an inclusive community. To demonstrate this commitment, the board worked not only with library staff but also surveyed the community, including both frequent and infrequent library users.

The fall 2013 survey for the Advisory Board illustrates that the library is a critical resource for the community. Feedback from the survey demonstrates that respondents value the variety of the collection (primarily books and DVDs, but also other materials) and the quality of the programming (including story times, kids programs, homework center, etc.). The survey also identified several suggestions, including staying current with ebook technology, providing more variety in adult programming, better communicating the depth of library resources, and reaching those who are currently not using the library.

LIBRARY MISSION, VISION, AND GUIDING PRINCIPLES

What is our purpose?

Mission Statement:

The Lafayette Public Library brings community, information, and ideas together to inspire literacy, learning, and discovery.

What do we want the future to look like?

Vision Statement:

Lafayette Public Library is at the heart of our thriving city. In partnership with others, we will build and foster a community that:

- values learning
- provides every person the opportunity to reach his/her full potential
- nurtures creativity, exploration, and discovery
- values and honors all.

What do we believe in – what are our core values?

Guiding principles:

Access for all: We provide universal access to library resources, programs, and facilities.

Community building: We develop positive relationships with our customers and actively engage in partnerships and collaborations with other organizations in our community.

Adaption and innovation: We adapt to the ever changing needs of our community and welcome innovation in new technologies, programs, and services.

Intellectual Freedom, Privacy, and Confidentiality: We believe that every individual has the right to seek, receive, hold, and disseminate any and all information and ideas. The personal privacy and anonymity of library users is and must be inviolable.

Literacy: We support and encourage opportunities to learn, understand, interpret, and communicate using printed, written, and digital resources.

Lifelong Learning: We commit to providing intellectual and cultural stimulation to foster personal development and active citizenship.

GOALS AND STRATEGIES FOR 2014-2016

Goal I: Improve literacy in our community.

- Lead in providing crucial early learning experiences
- Expand lifelong learning opportunities.
 1. Expand services to support parents in giving young children tools for success in school
 2. Work to enhance access to literacy programs, resources, and services
 3. Actively join civic efforts to close educational achievement gaps
 4. Create new learning opportunities with public, private, and non-profit partners
 5. Investigate and support opportunities for staff to engage local organizations and businesses
 6. Provide incentives for staff to design and test innovative programs and services
 7. Provide additional professional development opportunities for staff
 8. Establish a peer mentoring program for new staff

Goal II: Strengthen the library's commitment to digital literacy and access to new technology.

- Provide more and better access to technology resources
- Create more opportunities for technology learning.
 1. Expand computer classes and digital literacy training opportunities for adults
 2. Continue collaboration with Lafayette Tech Meetup and Program Lafayette

3. Investigate opportunities to create a maker space or learning lab where anyone can experiment with new tools and technologies
4. Actively seek out/identify and build on collaborative initiatives with other libraries
5. Expand staff training to enable all library staff to effectively promote digital resources to our customers
6. Provide opportunities for staff to design and test innovative programs and services

Goal III: Celebrate progress.

- Communicate with stakeholders.
- Celebrate accomplishments with staff and community members.
 1. Establish regular opportunities for board members to meet and talk with library customers and other community members (library board)
 2. Explore avenues for more effective self promotion through news coverage, social media, and other means
 3. Plan and present an update report to City Council at least twice a year (staff and library board)

ACKNOWLEDGEMENTS

We wish to extend our thanks to everyone who participated in the development of the 2014-2016 Strategic Plan:

LIBRARY BOARD MEMBERS

Dave Belin	Marjorie Jannotta
David Clark	Susan Kintzle
Ethan Hecht	Scott Steinbrecher
Warren Hite	Teri Ward
Bryan Holinka	Staci Lupberger, City Council Liaison

LIBRARY STAFF

Betsy Stroomer, Library Director	Bernice Hicks
Scott Foley	Claudia Tomass
Patty Frobisher	And the entire staff of the Lafayette Public Library