



Bedford Public Library

Library Business Plan 2013-2018



bedford public library . . . *for learning, for leisure, for life*

Vision & Mission

Vision:

To enrich, empower and transform lives.

Mission:

Provide access to information, foster a love of reading and promote lifelong learning through quality resources and innovative services enabling our community to discover, connect and be inspired.

Organizational Values

P Passion For what we do

R Respect For ourselves and for each other

I Innovation Seeking creative solutions & outcomes

D Dependability Doing what we say we will do

E Ethics Doing the right thing even when no one is watching

Guiding Principles

Promote literacy and a love of reading

Recognizing the vital importance of reading to open doors and expand horizons, the Library strives to fuel a passion for reading within each patron.

Support Children and Teens

The Library plays an integral role in fostering a love of reading and igniting intellectual curiosity in our children and teens that sets the foundation for a successful life.

Inspire Lifelong Learning

Support patrons in their quest to transform their lives through the acquisition of skills, discovery of knowledge and personal growth.

Connect the Community

The Library extends its reach and impact in the community by serving as The Place to meet, exchange ideas and celebrate diversity.

Provide Service Excellence

We are customer-focused and deliver positive experiences. We are a learning organization and invest in our staff, technology, and facility to improve service.

Ensure Good Stewardship

Retain the public trust by creating an organization that values efficiency, sound fiscal management and maximization of resources.



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Our External Focus

Strategic Focus		Investments		Desired Outcomes
DISCOVERY Enrich imagination through collections, programs & technology	+	Leisure Reading Digital Content Multi-media Community Events Civic Life Arts & Culture	=	A Library that connects me to my community & world
YOUNG MINDS Empower learning and growth	+	Ready to Read Collection Arts and Crafts Creative Play Summer Reading Club Programs	=	A foundation for a successful life
LIFE SKILLS Transforming lives	+	Reference Assistance Public Computers Business Resources Financial Literacy Technology Literacy Workforce Literacy	=	A community that embraces challenges and opportunities



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Our Internal Focus

Strategic Focus	Investments		Desired Outcomes		
COMMUNITY PARTNERS Build partnerships to make a difference	+	<ul style="list-style-type: none">•City Council•City Departments•Foundation•Friends•Individuals•Library Board•Volunteers	<ul style="list-style-type: none">•Consortiums•Corporations•HEB ISD•Chamber•Civic Groups•Non-profits	=	Maximize the Library’s reach and impact
BPL STAFF Grow our TEAM	+	<ul style="list-style-type: none">•Communication•Talent Development•Managing Change•Staff Appreciation•Innovation•Efficiency Focused	<ul style="list-style-type: none">•Performance Management•Operational Excellence•Succession Planning	=	World class customer experience
LIBRARY FACILITY Maintain aesthetics, connectivity and infrastructure	+	<ul style="list-style-type: none">•Janitorial•Landscaping•Lighting•HVAC•Geothermal•Solar•Materials Handling	<ul style="list-style-type: none">•Preventative Maintenance•Computers•Bandwidth•Connectivity•Furniture•Fixtures	=	A vibrant, welcoming, safe, accessible, state-of-the-art Library



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DISCOVERY



I don't know what I'd do without the library's materials. I have read so many books, watched many movies, and listened to many CDs that I would have never had the opportunity to experience without the library. Thank you!

2013 Survey Respondent

Goal 1: Enrich imagination through collections, programs & E-everything

Fuel Bedford's passion for reading by marketing collections, programs and digital content. Celebrate the written word with fun events and programs. Provide opportunities for the community to have a voice in the services and direction of the library.

Activities

- Merchandise collections to highlight and increase the use of library materials.
- Continue to ensure popular material is widely available in multiple formats.
- Ensure access to catalog, social media and website to promote collections and databases.
- Evaluate customer service points through surveys and analyses.

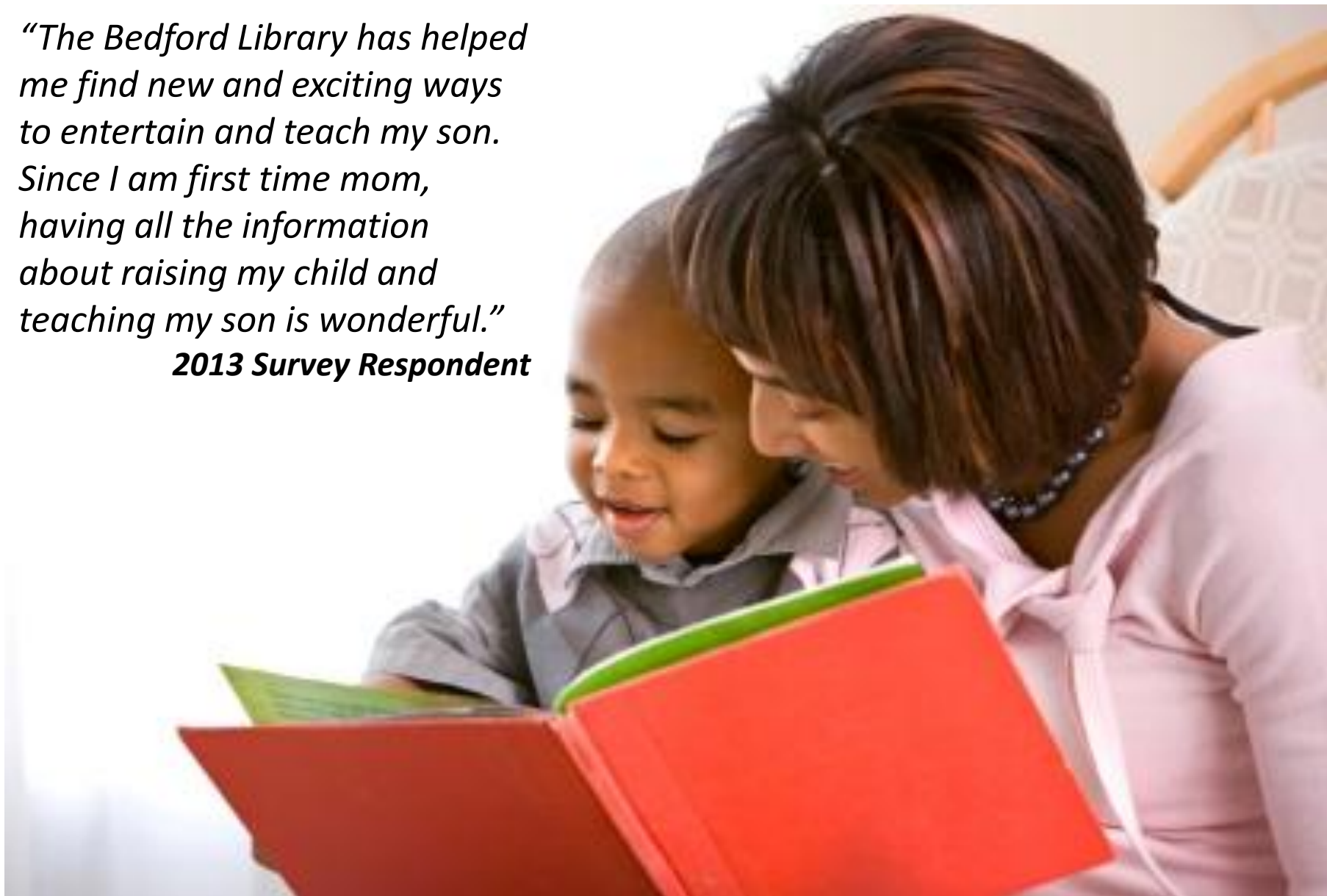


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YOUNG MINDS

“The Bedford Library has helped me find new and exciting ways to entertain and teach my son. Since I am first time mom, having all the information about raising my child and teaching my son is wonderful.”

2013 Survey Respondent



Goal 2: Empower learning and growth

Research shows that reading aloud to children is the most important activity for building knowledge required for eventual reading success. Our library works with families to provide collections and programs to promote literacy and ignite intellectual curiosity.

Activities

- Provide developmentally appropriate story times and programs for children age (0 – 5).
- Provide a robust summer reading club to help children maintain and increase reading levels in the summer.
- Provide opportunities for homework assistance for elementary, junior high and high school.
- Provide programs and opportunities for teens to develop leadership skills, life skills and have fun.



TRANSFORM LIVES

The library gave me “access to internet usage in my recent unemployment.”

2013 Survey Respondent



Goal 3: Build partnerships to make a difference

Every day the Library connects learners to ideas and expands their skills. The Library bridges the digital divide by providing free access to information, programs and technology. The Library serves as the people's university and helps them achieve their dreams.

Activities

- Be Bedford's source for high-quality, free instruction and programs to support personal growth.
- Offer instruction on technology from basic computers to eBook downloading and advanced online database research.
- Provide life skills programs to promote healthy living, financial savvy, literacy and parenting.
- Connect job seekers and small business owners with resources to strengthen Bedford's economic vitality.



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COMMUNITY PARTNERS



"This is a public institution that really is all about serving the Bedford community. I just love coming to the library."

2013 Survey Respondent

Goal 4: Community Partners

Even in the best of economic times, there is tremendous untapped opportunity to leverage Library resources by working with public and private organizations that have complementary missions but bring a different set of skills, knowledge and relationships to the table.

Activities

- Create and enhance partnerships to maximize outreach and financial resources.
- Partner with community organizations to reach underserved populations.
- Create and deepen relationships with educational entities serving youth.
- Work closely with the Foundation and Friends to communicate the impact of the library within the community and raise funds to support the library.



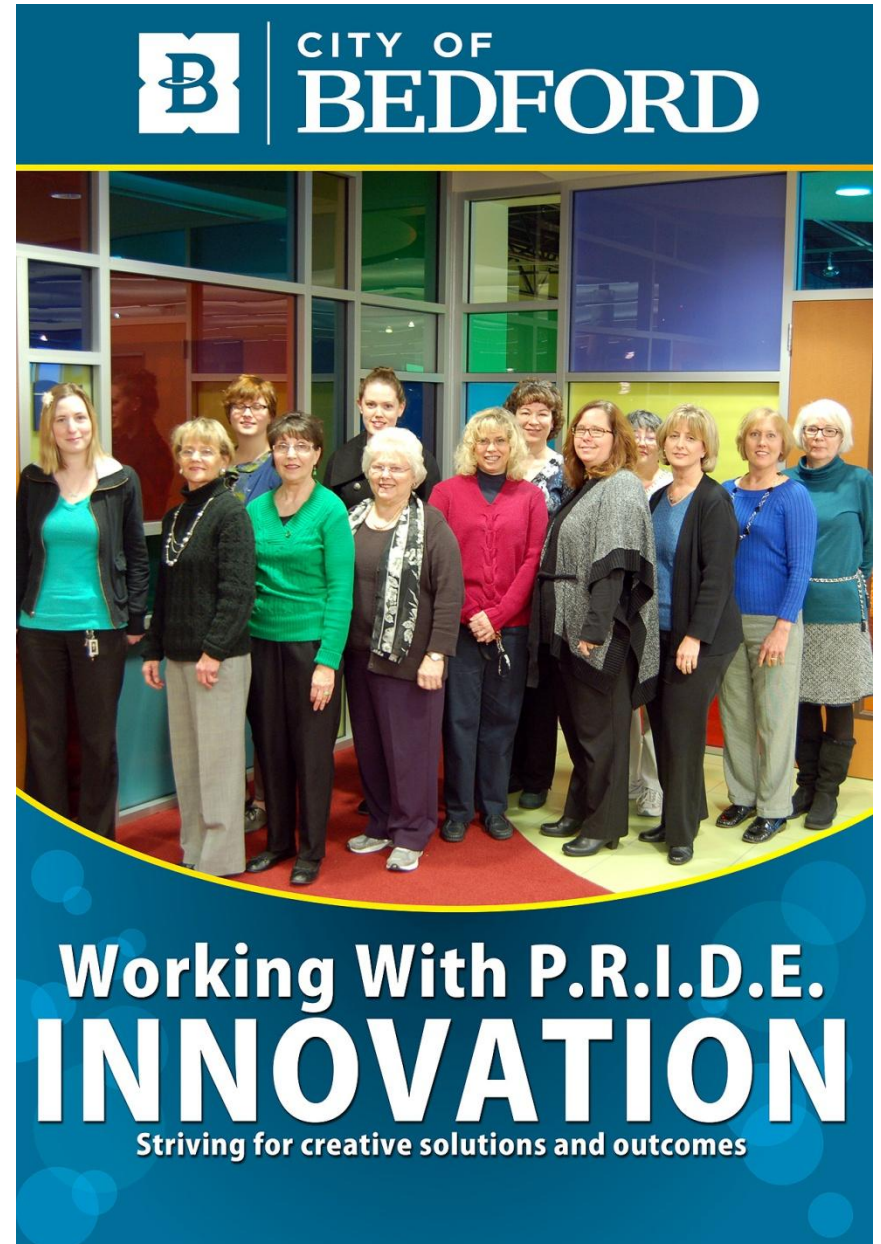
BPL STAFF

“The staff immediately shows attention to you when you walk in the library. They always greet me with a smile.”

2013 Survey Respondent

“The best thing about the library is the librarians never belittle the very sad people who come and ask for help. You all are very kind.”

2013 Survey Respondent



Goal 5: Grow our TEAM

The Library's greatest strength is the staff. Future services depend on knowledgeable, well-trained staff to deliver personalized assistance to patrons. The staff is a source of information, inspiration and innovation as we strive to be the Library of the Year.

Activities

- Expect and encourage staff at all levels to use and develop specialized skills—to be the “superstars” of the library.
- Cross-train staff to work all public service desks.
- Provide staff opportunities for leadership development.
- All staff will embody the City's Values and be able to articulate them.

LIBRARY FACILITY



BEDFORD PUBLIC LIBRARY

A PHOENIX RISEN



"I LOVE THIS LIBRARY!! I moved to Bedford from Dallas, and was worried about how a small suburban library would compare to the big city offerings. You don't compare, you exceed! This is the nicest library I have ever had the pleasure of having membership in. I passed on moving to Hurst because of your excellent library. Keep up the excellent work!"

2013 Survey Comment



Goal 6: State-of-the-Art Facility

Ensure that people of all ages are welcomed into a warm, comfortable and safe Library. Ensure that measures are in place to protect the investment in the Library's aesthetics, technology and infrastructure.

Activities

- Maintain the library in "opening day" condition and safeguard the integrity of the architecture and aesthetic appeal of the facility and grounds.
- Ensure existing facilities are safe, accessible and well-maintained to reflect the quality and professional nature of our services.
- Maintain and support state-of-the-art-technology, connectivity and infrastructure.
- Ensure that patrons have access to reliable computers with up-to-date software.

