



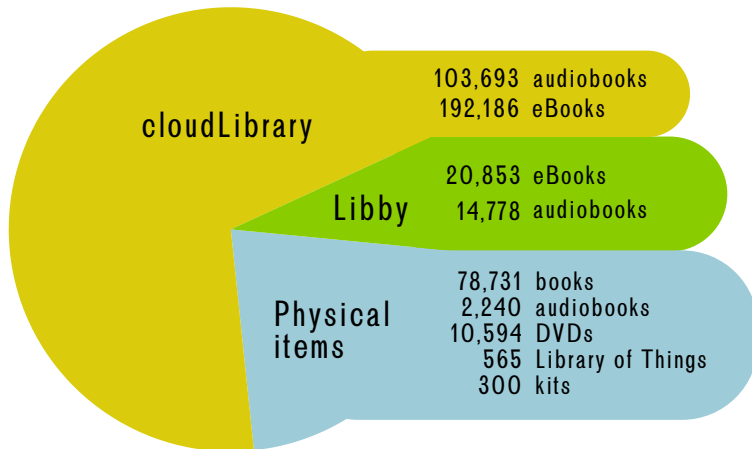
BEDFORD
PUBLIC
LIBRARY

VISION
MISSION
GOALS

2025-2030

2024 SNAPSHOT

COLLECTION



CHECKOUTS



QUESTIONS ANSWERED

64,654

NUMBER OF PROGRAMS

PROGRAM ATTENDANCE



Adults

316

Children

542

Teens

46



9,250



25,671



571





2024 LIBRARY SATISFACTION SURVEY

PERCENTAGE OF RESPONDENTS WHO THINK
STAFF ARE...

Friendly

96%



Knowledgeable

93%



Quick

96%



COMPUTER
SESSIONS

11,048

Wi-Fi
SESSIONS



49
thousand

CARDHOLDERS

34
thousand



VISION

Enrich, empower,
and transform lives.

MISSION

Provide access to information, foster a love of reading
and inspire lifelong learning through quality resources
and innovative services.

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.

Inspire lifelong learning

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

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.

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.

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.

Ensure good stewardship

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



STRATEGIC FOCUS AREAS

ENGAGEMENT

The Library is a welcoming place for everyone.

KNOWLEDGE

The Library provides access to a world of ideas.

ENRICHMENT

The Library enriches the lives of community members through enlightening and entertaining experiences.



ENGAGEMENT

GOAL 1 | POSITIVE PATRON EXPERIENCE

Excellent customer services defines the patron experience. The Library will provide opportunities for the community to have a voice in the services and direction of the Library.

GOAL 2 | GATHERING PLACE

Optimize Library spaces for ideal customer service and patron experience. Ensure people of all ages are welcomed into a warm, comfortable, and safe library.

GOAL 3 | COMMUNICATION

Communication is of vital importance to serving the community. The Library uses social media, texts, newsletters, e-blasts, and other means of communication to increase community engagement.

“The wonderful programs for all ages and the fact that your library has items for everyone’s diversity.”

2024 LIBRARY
SURVEY
RESPONDENT



ENGAGEMENT GOAL I

POSITIVE PATRON EXPERIENCE

Excellent customer services defines the patron experience. The Library will provide opportunities for the community to have a voice in the services and direction of the Library.

Actions

- Initiate friendly and responsive customer service.
- Examine policies that create barriers to access.
- Integrate patron feedback and offer patron-driven services.
- Provide training and support that allows staff to make empowered decisions that improve the customer experience.
- Create signage that supports accessible, independent navigation of the library building.

Performance Measures

- Maintain a 95% customer satisfaction rating in the following survey categories: friendliness, ability to quickly assist a customer, and knowledge.
- 90% of Bedford citizens rate the Library as “excellent” or “good”.

“The BPL serves as a fantastic resource for the entire community, from its various ways of getting information to the full schedule of programs it offers to all age groups. It continues to grow and exceed expectations—it is the best library in Tarrant County.”

2023 LIBRARY
SURVEY
RESPONDENT





ENGAGEMENT GOAL 2

GATHERING PLACE

Optimize Library spaces for ideal customer service and patron experience. Ensure that people of all ages are welcomed into a warm, comfortable, and safe library.

Actions

- 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.
- Create individual study spaces through innovative furnishings.
- Address noise levels throughout the building with acoustics.

"The strong sense of community encouraged by the library programming."

2024 LIBRARY
SURVEY
RESPONDENT

Performance Measures

- Have at least 10,000 average monthly visitors.
- At least 50% of Library cardholders are Bedford residents.





ENGAGEMENT GOAL 3

COMMUNICATION

Communication is of vital importance to serving the community. The Library uses social media, texts, newsletters, e-blasts, and other means of communication to increase community engagement.

Actions

- Seek new methods for publicizing library services.
- Use a variety of communication methods to reach diverse audiences within the community.
- Improve awareness of library resources and services.
- Promote library services to newcomers on an ongoing basis.
- Collect patron stories to demonstrate the library's impact on their lives.

Performance Measures

- Send a monthly e-blast newsletter with Library activities.
- Create engaging social media content that followers share.
- Increase number of Facebook followers to 10,000.
- Contribute content to monthly Bedford Connection Newsletter.

"Its social media presence keeps the library an active part of the community."

2024 LIBRARY
SURVEY
RESPONDENT





KNOWLEDGE

GOAL 1 | DISCOVERY

The Library provides access to a world of ideas. This Library's primary mission is to fuel Bedford's passion for reading by marketing collections and digital content.

GOAL 2 | BRIDGING THE DIGITAL DIVIDE

The Library bridges the digital divide by providing free access to information and technology.

GOAL 3 | ORGANIZATIONAL EXCELLENCE

The Library has clear priorities, effective practices, high-performing staff, and a healthy culture. Measure performance to make data-driven decisions.

"Expanded my knowledge! Bedford Library has enabled me to discover new authors, educate myself on topics in areas I would not have considered on my own, and research problems and challenges I have faced to find solutions."

2024 LIBRARY
SURVEY
RESPONDENT





KNOWLEDGE GOAL 1

DISCOVERY

The Library provides access to a world of ideas. The Library's primary mission is to fuel Bedford's passion for reading by marketing collections and digital content.

Actions

- Create a place to discover, imagine, and read for pleasure.
- Highlight and invest in digital reading platforms.
- Provide an informative and high-interest non-fiction collection.
- Offer unique collections to meet the needs of the community.
- Maintain collections by ensuring their popularity, currency, and condition.
- Merchandise collections to highlight and increase the use of library materials.

Performance Measures

- Add a minimum of 8,000 items to the collection per year.
- Digital materials will account for 15% of overall circulation.

"Great variety of items like Library of Things, book club kits, audio books, bilingual kits, stem kits, and variety of books."

2023 LIBRARY
SURVEY
RESPONDENT





KNOWLEDGE GOAL 2

BRIDGING THE DIGITAL DIVIDE

The Library bridges the digital divide by providing free access to information and technology.

Actions

- Promote online 24/7 resources, especially educational resources and homework support for homeschool and school-aged children.
- Connect job seekers with online resources to strengthen Bedford's economic vitality.
- Maintain and support state-of-the-art technology, connectivity, and infrastructure.
- Ensure that patrons have access to reliable computers with up-to-date software.

Performance Measures

- Track the number of patrons who cite the Library as a reason they were hired for a job or a better job.
- Evaluate user satisfaction with Library technology to improve services.

“When my computer goes down, I use the library computers to stay in touch with people. I use the copy machine quite a bit.”

2024 LIBRARY
SURVEY
RESPONDENT





KNOWLEDGE GOAL 3

ORGANIZATIONAL EXCELLENCE

The Library has clear priorities, effective practices, high-performing staff, and a healthy culture. We measure our performance to make data-driven decisions.

Actions

- Leverage the use of technology to enhance efficiency and productivity.
- Invest in staff to create a high-performing library.
- Ensure staff are knowledgeable of library policies, procedures, and processes.
- Capture library metrics to make data-driven decisions to improve patron satisfaction, allocate resources, and maximize staff time.
- Partner with the Foundation and Friends to fund items that are not within the library's budget.

“Efficient, friendly, and ultra-knowledgeable service. I love using the Library of Things, adult programming, and saving money by checking out books!”

2024 LIBRARY
SURVEY
RESPONDENT

Performance Measures

- Partner with the Foundation and Friends on 3-5 fundraisers per year.
- Apply for grants to enhance library resources for the community.





ENRICHMENT

GOAL 1 | LIFELONG LEARNING

Every day the Library connects learners to ideas and expands their skills. The Library serves as the people's university and helps them achieve their dreams. Our library works with families to provide programs to promote literacy and ignite intellectual curiosity.

GOAL 2 | COMMUNITY

The Library enriches the lives of community members by providing opportunities for social connections, creating a feeling of belonging.

GOAL 3 | OUTREACH

Library services expand access into the community to demonstrate value and reach underserved populations.

"Y'all offer so many things that I believe the library is an overall boon to the community that can serve many needs."

2024 LIBRARY
SURVEY
RESPONDENT



ENRICHMENT GOAL I

LIFELONG LEARNING

Every day the Library connects learners to ideas and expands their skills. The Library serves as the people's university and helps them achieve their dreams. Our library works with families to provide programs to promote literacy and ignite intellectual curiosity.

Actions

- Offer convenient and engaging programs for people of all ages that inspire and support individual growth.
- Focus on early literacy resources and programs to empower parents as their child's first teacher.
- Partner with the HEB ISD to meet the educational needs of students.
- Promote reading challenges for all ages.
- Provide programs and opportunities for tweens and teens to develop leadership skills, life skills, and have fun.

Performance Measures

- Provide an annual reading challenge.
- Host an average of 15 educational programs per month for all ages.

“Because of the Library I improved my toddler's emotional and social development with story time events.”

2024 LIBRARY
SURVEY
RESPONDENT





ENRICHMENT GOAL 2

COMMUNITY

The Library enriches the lives of community members by providing opportunities for social connections, creating a feeling of belonging.

Actions

- Create fun signature events for all ages.
- Provide culturally responsive programs to meet the needs of community members.
- Support a robust volunteer program that gives patrons a chance to give back and connect with the library.
- Collaborate with City departments to promote civic engagement.
- Provide programs that promote self-expression through creativity.

“I met all of my mom friends here and we made a book club!”

2024 LIBRARY
SURVEY
RESPONDENT

Performance Measures

- Host a minimum of four culturally responsive events annually.
- Maintain an average of 50 adult and teen volunteers annually.



ENRICHMENT GOAL 3

OUTREACH

Library services expand access into the community to demonstrate value and reach underserved populations.

Actions

- Collaborate with community partners to extend outreach and increase library use.
- Partner with schools to provide a library presence in the classroom and at events.
- Collaborate with the Senior Center and senior communities to offer engaging senior-oriented classes.
- Conduct storytimes for families and daycares at local parks and promote resources through the StoryWalks located in the parks.

“Pay its staff more because honestly this library is fantastic! Also, shout-out to Sarah who worked a library table at the Shady Brook fall picnic event! She was great at engaging parents and kids and spreading awareness of all the library programs and kits available.”

2024 LIBRARY
SURVEY
RESPONDENT

Performance Measures

- Promote Library services and offer activities at an average 30 outreach events annually.
- Issue an average of 175 Library cards per month.





PLANNING PROCESS

Working in conjunction with the Library Advisory Board, the City Facilitator, and the Library Leadership Team, the Library's strategic planning process occurred over an twelve-month period, in four stages.

1 LAUNCH

January - April 2024

- Analyzed the 2023 Library Annual Satisfaction Survey to identify library trends and focus areas from previous year
- Identified key guiding questions to engage audiences and stakeholders using S.O.A.R. (strengths, opportunities, aspirations, and results) which is a strategic planning tool
- Developed marketing materials for community focus groups

2 ENGAGEMENT AND DATA COLLECTION

May - June 2024

- Conducted five focus groups with the community, Library Advisory Board, and Library staff
- Analyzed data and shared results

3 DRAWING THE BLUEPRINT

July - October 2024

- Analyzed data from focus groups
- Reviewed and updated Vision, Mission, and Strategic Focus Areas
- Developed goals, activities, and performance measures for each Strategic Focus Area
- Presented initial draft to Library Advisory Board, City Manager's Office, and staff for input

4 DOCUMENTATION AND REVIEW

January 2025 - March 2025

- Analyzed the 2024 Library Annual Satisfaction Survey to ensure that emerging trends were identified
- Presented Library Business Plan to City Council for input and approval
- Developed key initiatives for 2025 with tracking mechanism