

# Strategic Plan

## FY23-FY25



### **Enhance communication to the community.**

Increase communication so community members feel connected to the library and have an expanded perception of what the library offers.



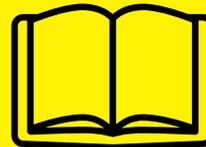
### **Strengthen partnerships throughout the community.**

Cultivate relationships with community partners to promote collaboration and engage with new audiences.



### **Create a welcoming space.**

Update library spaces to create a welcoming, inclusive, and comfortable environment with a customer-centric focus.



### **Promote lifelong learning.**

Provide easy access to a wide variety of resources and learning opportunities so community members are equipped to live fulfilling lives with an expanded worldview.



### **Utilize technology.**

Expand the library's technology access and equipment to offer useful and valuable services to patrons while also bridging the gap for those without access.



### **Enhance communication to the community.**

Increase communication so community members feel connected to the library and have an expanded perception of what the library offers.

## RESULTS

Success means increased circulation and library usage, a better and more diverse set of patrons, and greater public awareness of library services.



### **Strengthen partnerships throughout the community.**

Cultivate relationships with community partners to promote collaboration and engage with new audiences.

## RESULTS

Success means the library reaches new audiences and collaborates more to serve the community.



### **Create a welcoming space.**

Update library spaces to create a welcoming, inclusive, and comfortable environment with a customer-centric focus.

## RESULTS

Success means patrons report satisfaction with the library and engage more with facilities and staff.



### **Promote lifelong learning.**

Provide easy access to a wide variety of resources and learning opportunities so community members are equipped to live fulfilling lives with an expanded worldview.

## RESULTS

Success means increased programming and reading initiatives for all ages and higher circulation and visitor stats



# Strategic Plan

## FY23-FY25



### **Utilize technology.**

Expand the library's technology access and equipment to offer useful and valuable services to patrons while also bridging the gap for those without access.

## **RESULTS**

Success means patrons grow professionally and personally from access to essential and emerging technology.

# GROWING TOGETHER

## *Next Steps*

After the plan is adopted by the Library Board of Trustees, an activity plan is completed and implemented by staff. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and staffing. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan is ongoing once the plan implementation is underway. Measurements for each goal vary, and some activities will be best evaluated by things like circulation and cardholder statistics, while others may be evaluated by collecting data through patron surveys at regular intervals. Continued reporting of successes and challenges will ensure that BPLD is transparent about progress and open to patron feedback.

BPLD commits to a comprehensive review and update of its plan at its completion. This plan will move BPLD significantly forward by guiding next steps on plans for enhancing communication, strengthening partnerships, creating a welcoming space, promoting lifelong learning, and utilizing technology. This plan is an investment in the future of BPLD as an essential resource to its community.