



## Request for Council Action

**TO:** Mayor and City Council  
**THROUGH:** Tim Murray, City Administrator  
**FROM:** Delane James, Library Director  
**MEETING DATE:** January 22, 2019  
**SUBJECT:** Adopt Buckham Memorial Library Strategic Plan  
and Implementation Plan 2019-2021

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### Background:

One of the Library's goals for 2018 was to create a new strategic plan and implementation plan for 2019-2021. The Library's first strategic plan and implementation plan were created in 2014 and adopted by City Council in 2015.

Work on the Library's new strategic and implementation plans began in May 2018 when the Library Advisory Board met with SELCO Regional Executive Director Krista Ross to discuss the planning process. Since the Library was nearing the end of its successful first strategic plan, Ross encouraged the Board to create new plans that would challenge the Library to stretch and grow even more. After that meeting, the Board asked SELCO Executive Director Krista Ross and Regional Librarian Reagan Thalacker to facilitate the planning process.

During the month of October, community members, library users, staff and stakeholders were surveyed and ideas were gathered as work on the Library's new strategic plan continued. A planning workshop was held for library staff on October 17<sup>th</sup> with another workshop being held on October 29<sup>th</sup> for stakeholders. Library Director Delane James met with SELCO Executive Director Krista Ross and Regional Librarian Reagen Thalacker on November 15<sup>th</sup> to edit the first drafts of the library's new strategic plan and implementation plan.

The plans were reviewed by the librarians and were presented to the Library Advisory Board for review and editing at their December 10<sup>th</sup> Board meeting. At their January 15<sup>th</sup> meeting, the Library Advisory Board adopted the *Buckham Memorial Library Strategic Plan 2019-2021* and the *Implementation Plan 2019-2021* by a unanimous vote.

**Recommendation:**

On behalf of the Library Advisory Board, the Friends of Buckham Memorial Library, library staff members and other key stakeholders who contributed their input to help create these plans, I recommend that the City Council adopt the *Buckham Memorial Library Strategic Plan 2019-2021* and the *Implementation Plan 2019-2021*.

**Attachments:**

- Buckham Memorial Library Strategic Plan 2019-2021
- Implementation Plan 2019-2021



## **Buckham Memorial Library Strategic Plan 2019 - 2021**

### **Community Outreach Focus Area**

**Goal:** The Library actively engages the community to improve and strengthen library services

**Objectives:**

1. Expand community partnerships
2. Reduce barriers to library usage
3. Explore ways to provide library services in the community outside of the library building

### **Building & Grounds Focus Area**

**Goal:** The library is an attractive and welcoming space for the community

**Objectives:**

1. Maximize potential patron use of the library interior
2. Upgrade library exterior and interior infrastructure according to the City of Faribault's Capital Improvement Plan (CIP)
3. Plan for future improvements of the library building and grounds
4. Ensure that the library building and grounds are welcoming to all

### **Programming Focus Area**

**Goal:** Library programs reflect and respond to community needs

**Objectives:**

1. Provide learning opportunities that improve patron technology skills
2. Provide opportunities for cultural and generational interaction in a learning environment
3. Cultivate program offerings to meet varied ages and interests

### **Resources Focus Area**

**Goal:** Library resources meet diverse community needs and interests

**Objectives:**

1. Enrich collection offerings
2. Expand alternative collection offerings

### **Staffing Focus Area**

**Goal:** Library staff have the knowledge and skills to meet community needs

**Objectives:**

1. Grow a diverse library staff
2. Establish staff development and training based on necessary skills and competencies

### **Communication Focus Area**

**Goal:** The community is aware of, and actively provides input on library services

**Objectives:**

1. Effectively promote library services
2. Establish the library as critical community asset
3. Proactively seek input from the community on library service



**Implementation Plan  
Buckham Memorial Library Strategic Plan 2019 - 2021**

<b>Focus Areas &amp; Goals</b>	<b>Objectives</b>	<b>Implementation Tasks</b>	<b>Timeframe</b>	<b>Lead</b>
<b>Community Outreach Focus Area</b> The Library actively engages the community to improve and strengthen library services				
	1. Expand community partnerships	a) Review community businesses and organizations to find new avenues for collaboration while avoiding duplication of effort	2020	Children & Public Services Librarians
		b) Explore partnering with City and County social service agencies to assist with addressing the social and economic challenges in the Faribault area	2019	Director
	2. Reduce barriers to library usage	a) Explore eliminating fines on library materials	2019	Director, Library Board, Friends Board
		b) Review library policies and procedures to identify areas that are a barrier to library access	2019-2021	Library Board
		c) Identify barriers for non-library users and those living in poverty	2021	Director
		d) Incorporate the theme "Welcome to your Library" into current and new community events	2020	Children & Public Services Librarians
	3. Explore ways to provide library services in the community outside of the library building	a) Work with community leaders to identify needs of diverse populations in community	2021	Director
		b) Investigate the creation of gathering and learning spaces throughout the community	2020	Children & Public Services Librarians
		c) Explore a homebound delivery program	2021	Public Services Librarian
<b>Building &amp; Grounds Focus Area</b> The library is an attractive and welcoming space for the community				
	1. Maximize potential patron use of the library interior	a) Conduct a space audit of the library building	2019	Director, Children & Public Services Librarians
		b) Explore the creation of a small conference room	2021	Public Services Librarian

Focus Areas & Goals	Objectives	Implementation Tasks	Timeframe	Lead
<i>Building &amp; Grounds Focus Area continued...</i>		c) Enhance areas for adults and children to read together	2021	Children's Librarian
	2. Upgrade the library exterior and interior infrastructure according to the City of Faribault's Capital Improvement Plan (CIP)	a) Replace library flooring	2019	Director
		b) Explore installation of a drive-thru book return	2020	Director
		c) Explore opportunities for parking lot and outdoor space upgrade	2019	Director
	3. Plan for future improvements of the library building and grounds	a) Explore needs for interior/exterior building and grounds improvements	2021	Library Board
		b) Prioritize a list of library capital improvement needs for inclusion in future city capital improvement plans	2021	Library Board
	4. Ensure that the library building and grounds are welcoming to all	a) Convene a community conversation on the impact of religious items on library property	2020	City Council, City Administrator, Director
		b) Explore ways to improve the front patio to create a welcoming entrance to the library	2019	Friends of Buckham Memorial Library
<b>Programming Focus Area</b> Library programs reflect and respond to community needs				
	1. Provide learning opportunities that improve patron technology skills	a) Evaluate current one-on-one assistance by appointment service	2020	Public Services Librarian
		b) Evaluate expansion of Maker Space programming and equipment	2020	Director, Children's and Public Services Librarians
		c) Explore ways to introduce & educate patrons on new technologies	2020	Children's and Public Services Librarians
	2. Provide opportunities for cultural and generational interaction in a learning environment	a) Create an English Conversation Night series	2021	Public Services Librarian
		b) Investigate "Culture Night" programming	2019	Director
		c) Work with Somali & Latino community leaders to create programming of interest to those communities	2021	Children's and Public Services Librarians

Focus Areas & Goals	Objectives	Implementation Tasks	Timeframe	Lead
<i>Programming Focus Area continued...</i>		d) Explore creation of intergenerational program series	2021	Children's and Public Services Librarians
	3. Cultivate program offerings to meet varied ages and interests	a) Expand programming for tweens and teens	2020	Children's Librarian
		b) Grow "new adult" programming	2020	Public Services Librarian
		c) Investigate programming for senior citizens	2021	Public Services Librarian
		d) Build family friendly programs	2021	Children's Librarian
<b>Resources Focus Area</b> Library resources meet diverse community needs and interests				
	1. Enrich the diversity of library collections	a) Inventory library collection and/or run collection reports to determine age, usage, and diversity of current collection	2021	Director
		b) Create a plan to update and diversify library collection	2021	Children's and Public Services Librarians
		c) Investigate placement of collections in library	2021	Children's and Public Services Librarians
	2. Expand alternative collection offerings	a) Explore creation of hot spot lending collection	2021	Director
		b) Assess accessibility of current library technology	2020	Director
		c) Investigate vendors and formats for additional e-content	2021	Director with possible assistance of SELCO
<b>Staffing Focus Area</b> Library staff have the knowledge and skills to meet community needs				
	1. Grow a diverse library staff	a) Review current hiring practices	2020	Director
		b) Provide diversity training for library staff	2019	Director, Children's and Public Services Librarians
		c) Work with leaders of diverse communities to identify and recruit potential library staff members	2020	Director
		d) Provide opportunities for library staff to learn new skills needed to serve a diverse community	2019	Director, Children's and Public Services Librarians

Focus Areas & Goals	Objectives	Implementation Tasks	Timeframe	Lead
<i>Staffing Focus Area continued...</i>				
	2. Establish staff development and training based on necessary skills and competencies	a) Review necessary skills and core competencies required for each staff position	2020	Director, Children's and Public Services Librarians
		b) Evaluate skills and core competencies of existing staff members	2021	Director, Children's and Public Services Librarians
		c) Create a professional development and/or training plan for each staff member	2021	Director, Children's and Public Services Librarians
<b>Communication Focus Area</b> Community is aware of, and actively provides input on library services				
	1. Effectively promote library services	a) Implement Multimedia Communication plan	2021	Director
		b) Craft library publicity in multiple languages	2021	Director
	2. Establish the library as critical community asset	a) Embed library staff in community organizations and committees	2021	Library Staff
		b) Investigate the library as educator of community history	2021	Public Services Librarian
		c) Explore the American Library Association's <i>Libraries Transforming Communities: Small, Mid-sized and/or Rural Public Libraries</i> initiative	2021	Director
	3. Proactively seek input from the community on library services	a) Hold forums for community input on library services	2021	Library Board
		b) Investigate ways to use social media to engage community on all things library-related	2019	Director, Communications Coordinator