

Discover Unlimited Possibilities @ Your Library

STRATEGIC PLAN • 2014 - 2019

MISSION

The East Baton Rouge Parish Library is a community service organization that connects our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives.

VISION

The East Baton Rouge Parish Library system is an essential partner in the success of the community as a center of learning, knowledge, communication, culture, and enjoyment for all residents.

The Library will:

- Offer programs and services that meet the needs of our diverse neighborhoods
 - Provide suitable, welcoming spaces
 - Build strong, responsive collections in multiple formats
 - Support relevant, needed technology
 - Employ well-trained, friendly, and flexible staff
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EXECUTIVE SUMMARY

The Library seeks to serve all residents as an educational, informational, recreational, and cultural center through a wide variety of resources, services, and programs. According to surveys and interviews, it has been successful in these efforts, creating satisfied users and loyal supporters.

The mission now is to expand upon this success through concentrated efforts in the areas of customer experience, technology, programming and collections, facility improvements, employee development, and marketing and outreach to the community.

Note: Complete Plan may be found at www.ebrpl.com/StrategicPlanRevJuly2014.pdf

GOAL AREA 1 → CUSTOMER EXPERIENCE



Create a memorable and positive library experience for all customers

Improve Library processes to create a streamlined and user-friendly experience for all customers

Evaluate and improve Library responsiveness to the changing needs of customers

GOAL AREA 2 → TECHNOLOGY & ACCESS



Continually assess and refine digital infrastructure to improve upon end-user experience

Create a program of planned expansion and improvement of technology and support systems

Create user training and user tools for digital services

GOAL AREA 3 → PROGRAMMING & COLLECTION DEVELOPMENT



Develop and expand programs to address the changing needs of audiences in this diverse and dynamic community

Build upon current collections to ensure that the needs of various audiences are being addressed

Create and expand upon programs, services, and resources that support life-long learning and success

GOAL AREA 4 → FACILITIES & OPERATIONS



Implement an ongoing plan of refreshing, re-purposing, renewing, and expanding Library facilities

Continue improvement of facilities maintenance and operations procedures

GOAL AREA 5 → Organizational Development



Develop the skills of Library personnel to benefit both the employees and the customers they serve

Improve the communication and collaboration of the Library workforce

Use performance management processes to encourage employee development and advancement

Utilize data and employ a variety of practices and approaches to improve the operational effectiveness of the Library

GOAL AREA 6 → MARKETING & OUTREACH



Optimize and target social media activities

Increase awareness and usage of Library services through targeted marketing and outreach activities

Develop new avenues of funding through marketing and promotional initiatives

SUMMARY

The East Baton Rouge Parish Library currently fulfills many of the needs of the citizens of the City-Parish through excellent service, innovative programming, and a wide selection of resources in various formats. The most important actions it will take now are those that refine the services being offered, assess and expand or eliminate programs as needed, and keep the Library on the leading edge of technology and trends in learning, creative experiences, and accessing information.

In this way, the Library will continue to be an essential force in the educational, developmental, literacy, and work force readiness efforts of the community, the encouragement of new and enlightened leaders, and the shaping of the future of East Baton Rouge Parish. Looking back at the mission of the Library – to connect our citizens with information, resources, materials, technology, and experiences in order to make a positive difference in their lives – it seems that EBRPL is on the right track to be that force for the years ahead.