



Bellingham Public Library

2020-2024 STRATEGIC PLAN SUMMARY

OUR STRATEGIC PLAN

We began our strategic planning process with the following questions:

- What are people's hopes for their community, and how can we work together to help achieve these aspirations?
- What have other organizations studied or put into practice that can inform our thinking?
- What is our community like today, how is it changing, and how do these factors inform and shape library services?
- How are libraries across the country supporting and strengthening their communities?



Our journey responding to these questions led to us developing our Community Story, affirming our Mission, identifying Shared Values, and adopting Strategic Directions for 2020-2024.

Central to this plan are the community voices that helped shape it. Our Community Conversations project – adapted from an initiative of the American Library Association and the Harwood Institute for Public Innovation – provided valuable feedback to help us better understand and respond to our community.

Thank you to the library staff, trustees, city leaders, and community members who contributed to building this plan. We look forward to providing quality, responsive services that strengthen our community in the years ahead.

STRATEGIC DIRECTIONS

WELCOME & INCLUDE

We offer welcoming, safe places and experiences, where connections and understanding flourish.

ACCESS & OPPORTUNITY

We connect people with opportunities and resources to solve problems and help them achieve their aspirations.

READ & LEARN

We inspire a lifetime of reading, learning, curiosity, and discovery.

INFORM & INVOLVE

We provide information and activities to stay abreast of community issues and events, fostering informed, active participation in civic life.

THRIVE & GROW

We are a valued community partner and trusted city service, playing a central role in Bellingham life.



Our full 2020-2024 Strategic Plan and background documents are available at bellingshampubliclibrary.org

CONTINUED ON REVERSE

MISSION

Connecting our community with each other and the world.

SHARED VALUES

Our shared values reflect who we are, why our work matters, and what we believe as an organization. They describe, define, and inspire us.

BELONGING:

We believe in the power of belonging. When people belong, they are more able to learn, connect, survive, and thrive.

CHAMPIONS:

We are enthusiastic champions of public library values: freedom of speech and open exchange of knowledge and ideas, the right to read without judgement or restriction, and access to education and information free-of-charge and readily available to all.

COLLABORATION:

We are stronger because of our many partnerships, including two key relationships that form part of our foundation. As a department of the City of Bellingham, we are a valued city service and part of the fabric of community life. Our collaboration with the Whatcom County Library System strengthens our services in our community.

EQUITY:

Libraries are powerful forces for community change by promoting equity, diversity, and inclusion. We work to foster understanding, accessibility, and to ensure all people see themselves and our city's diversity reflected in our collections, services, and facilities.

INNOVATION:

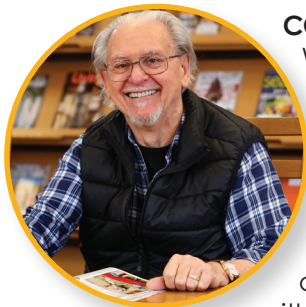
We embrace new ideas and new practices to meet the changing needs of our community.

INSPIRATION:

We inspire curiosity, discovery, and critical thinking which we believe can change a life, a family, a nation, and a planet.

STEWARDSHIP:

Our focus on excellence includes reflecting and modeling careful stewardship of resources. We incorporate sustainable practices in our services and operations.



ON A TYPICAL DAY

1,699

HOLD REQUESTS
FILLED

5,475

BOOKS, EBOOKS,
DVDs, & OTHER ITEMS
BORROWED

399

QUESTIONS
ANSWERED

224

PUBLIC COMPUTER
SESSIONS

1,874

WEBSITE VISITS

2,218

VISITS TO OUR THREE
LOCATIONS

25

LIBRARY CARD
SIGNUPS

94

PROGRAM
ATTENDANCE



Bellingham
Public Library