

LIBRARY 2020 DRAFT ACTION PLAN

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.

PRESENTATION TO THE BOARD OF TRUSTEES, FEBRUARY 18, 2020

PRESENTATION FORMAT

- 2020 Draft Action Plan, organized by Strategic Direction.
- Some Action Plan items meet multiple Strategic Directions.
- Some Strategic Directions have more emphasis than others this year. This will balance out over the life of our Strategic Plan

“WE ARE” statements:

- Highlights of current services that align with our Strategic Directions.
- Just a sampling, not everything we do.

“WE WILL” statements:

- Projects that align with Strategic Directions, planned for 2020.
- Priority projects for 2020, not everything we do.

ACTION PLAN 2020

WE ARE:

- Issuing an estimated 25 new library cards each day and orienting these new patrons to library services.
- Opening our doors at three locations to welcome an estimated 2,218 visits each day.
- Giving babies a new board book at birth. *(with partner agencies)*
- Bringing people together to share and learn with free, drop-in SkillShare activities.
- Offering collections for adults who are learning to read in English.
- Hosting conversation classes for adults who are learning to speak in English *(with partner agency)*
- Making meeting rooms available for not-for-profit public uses during library open hours.
- Providing staff training in CPR, youth safety, and service to those experiencing homelessness.



WELCOME &
INCLUDE

ACTION PLAN 2020

WE WILL:

- Develop a new library card that is easier to use for patrons and staff.
- Reorganize the Central Library main floor to be more accessible and comfortable for people of all abilities.
- Develop phasing plan for main floor remodel that prioritizes open hours for and minimizes disruptions to Library service.



WELCOME & INCLUDE

- Continue to build our welcoming, diverse, customer-focused team with each hiring process.
- Develop a plan for translating printed and digital publications.
- Add a Spanish language option for the interface of our online catalog.

ACTION PLAN 2020

WE WILL *(continued)*:

- Foster gathering and interaction at the library with improvements to our study rooms and SkillShare spaces.
- Plan and implement new wayfinding on Central Library main floor to orient Library patrons to collections, services, and spaces.
- Pilot new communications tools to promote library services and initiatives to new audiences.
- Update our Barkley Branch agreements and improve management of existing library services and reading room space.
- Refine winter weather procedures to better coordinate and focus operations.
- Provide staff training opportunities in safety procedures and racial equity.



**WELCOME &
INCLUDE**

ACTION PLAN 2020

WE ARE:

- Eliminating overdue fines and waiving fine balances to remove barriers to service.
- Hosting an estimated 224 public computer sessions each day in our three locations.
- Providing technology coaching for people seeking to improve basic technology skills.
- Providing materials selection and delivery to 14 care facilities.
- Offering online services via our website, which gets an estimated 1,812 visits a day.
- Hosting lunch-time book clubs once a month at four Bellingham middle schools.



- Providing library services at Lighthouse Mission Drop-In Center to offer resources to people experiencing homelessness.
- Allowing Bellingham Public Schools students to use student ID cards as library cards.
- Reaching out to teens and young adults at the juvenile detention center, treatment facilities and other youth services facilities.
- Visiting seven childcare, preschool, and early learning classrooms each month.

ACTION PLAN 2020

WE WILL:

- Complete project to eliminate overdue fines, including updating patron records and staff procedures, and continuing publicity.
- Update Eligibility for Library Service and Confidentiality policies to ensure equitable access and privacy for all patrons.
- Redesign garage as part of remodel to increase efficient delivery of off-site materials and services.
- Participate in community events that reach priority audiences.
- Explore joint loan limits with Whatcom County Library System to provide simplified, consistent access to materials.
- Update our damaged item procedures to ensure equitable access to materials.
- Evaluate options for updating Library account information online and implement improvements.



ACCESS &
OPPORTUNITY

ACTION PLAN 2020

WE ARE:

- Filling an estimated 1,699 hold requests on a typical day.
- Checking out, checking in, and re-shelving an estimated 5,475 books, DVDs, and other items on a typical day.
- Hosting Bellingham Reads, an evening book discussion group for adults.
- Inviting thousands of people of all ages to participate in Summer Reading and celebrating more than 1,500 youth finishers each year.



READ & LEARN

- Hosting 19 Storytime sessions each week for children ages birth to 8 years old.
- Planning, co-hosting, and publicizing events for Whatcom READS 2020, our area's premier literary series (*with partners*)
- Training all staff in "Reading Conversations."
- Providing regularly updated reading lists through the BiblioCommons catalog.

ACTION PLAN 2020

WE WILL:

- Select an automated materials handler and manage delivery, installation, and staff training.
- Reorganize and interfile collections as part of main floor remodel to improve access and usability.
- Identify new areas to display Library collections as part of the main floor remodel.
- Evaluate collection use and develop a proposed 2021 materials budget.
- Evaluate branch collections and implement improvements for refreshing materials.
- Evaluate interlibrary loan service and implement changes to improve access.



READ &
LEARN

ACTION PLAN 2020

WE WILL *(continued)*:

- Host Summer Reading 2020 for all ages and begin planning for 2021 (*with partners*).
- Complete Whatcom READS 2020 events and plan, co-host, and publicize Whatcom READS 2021 (*with partners*).



- Add a “Happy Go Lucky” collection at the Central Library.
- Evaluate and enhance our book club kit system and outreach to book club members.

ACTION PLAN 2020

WE ARE:

- Answering an estimated 399 patron questions on a typical day.
- Providing timely, accurate information about library services, events, and issues via our website and social media sites.
- Providing e-newsletters highlighting library services to preschool and elementary school teachers.



- Providing comprehensive Board meeting packets in preparation for monthly meetings.
- Actively engaged as members of city committees and community groups.
- Distributing monthly events listings to media and stakeholders, and providing paper and electronic calendars of events, highlighting free programs and activities.

ACTION PLAN 2020

WE WILL:

- Provide comprehensive information about the 2020 U.S. Census and host Questionnaire Assistance Centers.
- Publish and distribute our 2020-2024 Strategic Plan to stakeholders and offer presentations to groups.
- Keep library patrons informed about plans, progress, and any service impacts during Central Library main floor remodel.



- Participate in the City's broadband strategies.
- Migrate board packets to new document management platform to simplify preparation and improve user experience.
- Present State of the Library report to City Council during National Library Week.
- Orient Mayor, new City Council member, and Council Liaison to Library services.

ACTION PLAN 2020

WE ARE:

- Reviewing our organizational structure and identifying opportunities and gaps.
- Maintaining connections with city colleagues and community groups.
- Orienting our staff schedules to meet priority needs and provide strong public services at our three locations.
- Collecting, interpreting and evaluating statistics for decision making and required reporting to other agencies.

THRIVE & GROW

- Promoting wise use of resources among library staff, including encouraging alternative methods of transportation and reducing waste and energy consumption.
- Accepting donations of funds and materials through our established channels.
- Supporting the Friends of the Bellingham Public Library efforts to expand membership and raise funds, which benefits the library.

ACTION PLAN 2020

WE WILL:

- Develop 2020 and 2021 Action Plans aligned with Strategic Directions.
- Evaluate staffing, hours, collections, and budget line items, and update LOS standards, as part of budget planning.
- Finalize and present 2021-2022 City of Bellingham budget request to Board, Mayor, and City Council.
- Complete design for remodel and hire contractor.
- Plan and implement remodel operational needs and deliver quality service during construction.
- Evaluate donor solicitation, payment, and acknowledgement processes and implement improvements.



THRIVE &
GROW

ACTION PLAN 2020

WE WILL *(continued)*:

- Evaluate long-term funding strategies and bring recommendations to Board.
- Evaluate plans for library services city wide and bring recommendations to Board.
- Set up systems for managing and organizing policies and statistics collection and reporting.
- Evaluate Youth Services, Adult Services, Administration, and Operations divisions and implement changes in alignment with 2020-2024 Strategic Directions.
- Working with WWU engineering class, evaluate one operational process.



**THRIVE &
GROW**

ACTION PLAN 2020

WE WILL *(continued)*:

- Evaluate and update Board Packet performance measures.
- Collect and submit statistics to state and professional agencies.
- Develop policies and procedures around corporate sponsorships and grants.
- Plan and implement inaugural Library Giving Day.
- Hire and onboard newly budgeted positions: Public Services Supervisor, Security Attendant, Children's Librarian.
- Complete E-Team salary study, with Human Resources.
- Build and fund 2021 conference and training schedule to align with Strategic Directions.
- Complete staff performance reviews.



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