BELLINGHAM PUBLIC LIBRARY
2022 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.

JANUARY 18, 2022
ACTION PLAN 2022

WE WILL:

• COVID-19 Reopening: expanded hours, programming, skillshare, and meeting room operations

• Design and implement Welcome Back campaign

• Revise and update Welcome to the Library materials

• Design and implement You Belong at Your Library campaign

• Bellingham 101: Design and implement year 1 programming

• Evaluate and implement in-Library laptop lending program and remote printing

• Design welcoming and inclusive wayfinding for lower floor (Central) and branches

• Relocate Video Relay Service to Library Conference Room
ACTION PLAN 2022

WE WILL (continued):

• Refresh lower lobby (Central)
• Design and install community event kiosk on Library grounds
• Partner with city departments and community partners to make improvements to Lee Memorial Park
• Review and update Rules of Conduct and Library Confidentiality policy
• Coordinate priority trainings for Library staff

• Evaluate recruitment and retention of diverse workforce; implement improvements
• Hire and onboard new children’s librarian and Interlibrary loan specialist; Support hiring and onboarding of new ITSD Library analyst
• Implement safety improvements at facilities in coordination with Public Works
• Refine emergency procedures to better coordinate and focus operations
ACTION PLAN 2022

WE WILL:

• Evaluate evening and weekend open hours
• COVID-19 reopening: rescope Outreach services, Connection Library services, tech coaching program to support digital literacy
• Evaluate storytime program schedule and locations; implement changes
• Purchase and process 20 additional WiFi hotspots for lending program
• Working with Facilities Master Plan consultant, identify new locations for Community Drop Boxes; Purchase, wrap, and install Drop boxes

ACCESS & OPPORTUNITY

• Wrap new Hybrid vehicle; submit reporting requirements for ARPA funding
• Wrap delivery truck
• Review and update eligibility for Library service
• Evaluate Rates and Fees in partnership with WCLS; plan for 2023 implementation
• Explore community tech support internship program with TAG
• Plan and implement Quick Picks for You in-Library
ACTION PLAN 2022

WE WILL:

• Plan and implement Community Voices kits
• Plan and implement Local Author collection at Central
• Evaluate new ways to support book clubs: kits, facilitation, events, and software
• Pilot one new Adult Summer Reading community outreach initiative

READ & LEARN

• Design two book talks for adults; pilot community outreach
• Market new digital services (i.e. Palace, other platforms)
ACTION PLAN 2022

WE WILL:

• Complete initial development; Implement 2022 Communication Plan
• Revise and update print calendars for Library events
• Develop calendar and staffing plan for community events
• Refresh community outreach materials
• Integrate Land Acknowledgement into spaces, meetings, and programs
• Support and market Digital Storytelling project with Connecting Community

INFORM & INVOLVE

• Launch and market Peoples’ Perspectives: COVID-19 in Whatcom County digital archive
• Implement new procedures for collecting program and service feedback
• Migrate board packets to new document management platform; evaluate and update Board packet performance measures
• In partnership with Council liaison, pilot “New Business” Library updates
ACTION PLAN 2022

WE WILL:

• Hire consulting firm; complete Facilities Master Plan
• Develop and present 2023-2024 operational and capital budget requests to Mayor’s office and City Council
• Prepare and submit application for state capital grant funding
• If cooperation with Library Board, support development of Planned Giving program

THRIVE & GROW

• In cooperation with Public Works, support Freight Elevator Rebuild
• Develop and implement Library service standards
• Restructure performance management process and implement changes
• Plan for 2022 retirements and continuity of service
• Evaluate E-rate funding program and impacts; recommend changes
ACTION PLAN 2022

WE WILL (continued):

- Review procedures related to new policing legislation; implement changes
- Research, design, and print donation envelopes for checks
- Explore City phone system access with ITSD; implement improvements
- Plan and implement purchase and distribution of tablets for staff workflow

THrive & grOw

- Plan and implement migration from CLASS to new software
- In coordination with WCLS, evaluate ILS in preparation for new contract
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