



Bentonville Public Library


4/28/2010

Strategic Plan: 2010-2012

- Fall 2009 - Library Administration Began the Planning Process
- Considered a “Standard” for Public Libraries
- Basic Framework for the Planning Process
 - *The New Planning for Results: A Streamlined Approach* by Sandra Nelson for the Public Library Association
 - 13 library “service responses” such as lifelong learning, literacy, business information, commons, cultural awareness, information literacy, etc....
- Define Local Excellence, Commit to the Process and Implement/Execute the Plan
- Community-Based vs. Library Administration Ideals
- Goals/Activities for 3-yr Timeframe (2010 – 2012)

- BPL's Strategic Plan
 - ▣ 9 Goals – 56 Activities
 - ▣ Includes Measurements – Timeframes – Resources
- Library Administration will Prioritize for Appropriate Implementation over 3-yr period
- Intent of Strategic Plan:
 - ▣ Become More Proactive vs. Reactive with Community
 - ▣ Improve Current Environment and Introduce New Initiatives
 - ▣ Leverage Financial/Personnel Resources Against Goals/Activities

Objectives of BPL Strategic Plan

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- Complete Review of Library History
 - Included Statistics and Usage Patterns
 - Basic Review of Community Demographics
 - General Online User Survey
 - Not “Statistically Valid” Survey
 - Library Staff Survey
 - Focus Group Questionnaire
 - Included Library Advisory Board Participation
 - SWOT Analysis of BPL



Highest
Ranking

- Overall Library Facility
- Amenities – Café & Free Wi-Fi
- Children’s Programs
- Check Out System



Other Positive
Feedback

- Cleanliness of Library
- Genealogy Services
- Friend’s Bookstore
- Staff Friendliness
- Christian Fiction Collection
- Online Holds
- New Digital Collections
- Staff Enjoy Working at BPL - Find Satisfaction in Assisting Others


□ Suggested Improvements for 3-yr Plan

- Book and Audiovisual Collections
- Marketing and Public Relations
- Web Presence
- Staff Communication & Training
- More Computers for Public Use

□ Suggestions for Long-Term Consideration*

- Improve Parking
- Longer Service Hours
- Expand Children's Department

□ *Long-term Considerations Would Require In-Depth Planning & Significant Funding

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- **Quality Service to Benton County Residents**
 - Place of Destination in Downtown Bentonville
 - **Free Services are Life Enriching for our Community**
 - Public Library Usage Increases During Low Economic Times
 - **Library Staff Commitment is Evident and Volunteer Assistance is Important**
 - **Continue Important Offerings**
 - Diversity Programs
 - Initiatives for Job-Seekers
 - Developing Community Partnerships
 - Collaborations with Other Arkansas Public Libraries

- Strengths
- Weaknesses
- Opportunities
- Threats

	INTERNAL	EXTERNAL
	Strengths	Opportunities
POSITIVE	Local support - City of Bentonville, Mayor Local support - City Council, Adv Board Local support - Library Foundation Local support - Friends of Library Community support - patrons Reference collection Children's programs Genealogy Facility Meeting rooms Free programs Self-checks Customer service Collections in general - good, need improvement	Marketing Partnerships in community Meet increased need for technology Model book store/retail Expansion Collection size Well-educated community Computer classes Digital materials Grants, or other funding resources Improve service to teens
	Weaknesses	Threats
NEGATIVE	Staffing - PT/FT ratio Staff skill development and general training Staff communication Limited parking Children's space too small for services Reactive v Proactive Collections in general Consistency in excellent customer service Service to teens Collection management procedures	Increasing costs Economy, Future funding Ability to keep up w/ modern trends Maintaining relevance in Google-age Patron comparisons to other public libraries, NWAR regional "competitors" and urban and regional systems in US (Sunday hours, collection size)

1. Growth & Development

- ▣ How to Support Growth and Development

2. Differentiation in the Community

- ▣ BPL as a Unique and Distinctive Entity
- ▣ Services that Other Organizations Do Not or Cannot Offer

3. Organizational Efficiency

- ▣ Current Operational Efficiency and On-going Improvement

4. Financial Viability

- ▣ Being a Good Steward of City Resources
- ▣ Appropriate Allocations for Necessary Services
- ▣ Alternative Funding Opportunities

Goal
Build & Improve Relationships with Community by Developing a Comprehensive Marketing Plan

- Create a Consistent BPL Identity: New Mission [Complete]
- Build on Existing Processes with Organized, Standardized Marketing Plan to Present a Cohesive Message [Summer-Fall 2010]
- Improve Digital Presence: Promote Electronic Resources, Begin Email Notifications for Programs & Redesign Web Site [Summer-Fall 2010, Spring 2011]

Goal
Improve Library Collections

- Annually Review Standing Orders; Increase Quantity of Best Selling Authors [Complete for 2010]
- Improve Audio Books on CD Collection Using Alternative Funding Sources [Spring-Summer 2010]
- Expand Foreign Language, Literacy and Inspirational Fiction Collections [Summer 2010-Fall 2011]

Goal

Provide Valuable Services and Resources for Job Seekers

- Improve Business & Career Collections [Complete]
- Offer Résumé Assistance [Current]
- Provide Job & Career Accelerator Online Resource & Training [Jan-May 2010]

Goal

Survey Value of Free Programs for Community to Determine Return on Investment (ROI)

- Consistent review of library programs and services to evaluate offerings [Year-end 2010, 2011]
- Example: Raptor Rescue 2/6/10 = \$0.75 cost/person
 - 134 attendees @ \$100 program cost
 - Return on Investment (ROI) = “Priceless”

Goal

Improve Staff Efficiency & Quality and Improve Access to Collections

- Implement and Effectively Utilize New RFID Book Sorters [Fall 2010]
- Establish regular collection management procedures to review lost/long overdue materials [Spring 2011]

Goal

Improve Staff Relations with Consistent Communication & Training Opportunities

- Develop and Implement Customer Service Training/Skill Development [Fall 2010-Spring 2011]
- Complete a Comprehensive Staff Orientation/Training Manual Covering all Aspects of Facility Operations [Spring 2011]
- Develop and Implement Guidelines and Procedures for Staff Competencies [Fall 2012]

Goal

Critical Survey of Procedures for Consistent & Improved Services to Patrons & Appropriate Fiscal Allocations

- Determine Investments in Supplies and Materials for Specific Procedures [Year-end 2010, 2011]
- Example: Processing Supplies for Hardcover Books in 2009 = \$1.90; Jan 2010 = \$1.11
- \$0.79 Cost Savings Per Hardcover Item @ 500 hardcover books = Approx \$395.00 Cost Savings 1st Quarter.

Goal

Continue to Seek Grant Opportunities to Supplement Library Collections, Services & Programs

- BPL Awarded ALA Grant: **The American Dream Starts @ your library** for \$5,000 Toward Literacy & Bilingual Materials [Spring 2010]

The Mission of Bentonville Public Library is to **Engage Our Community**, to **Encourage Discovery** and **Promote Literacy** by Offering Lifelong Learning Opportunities.

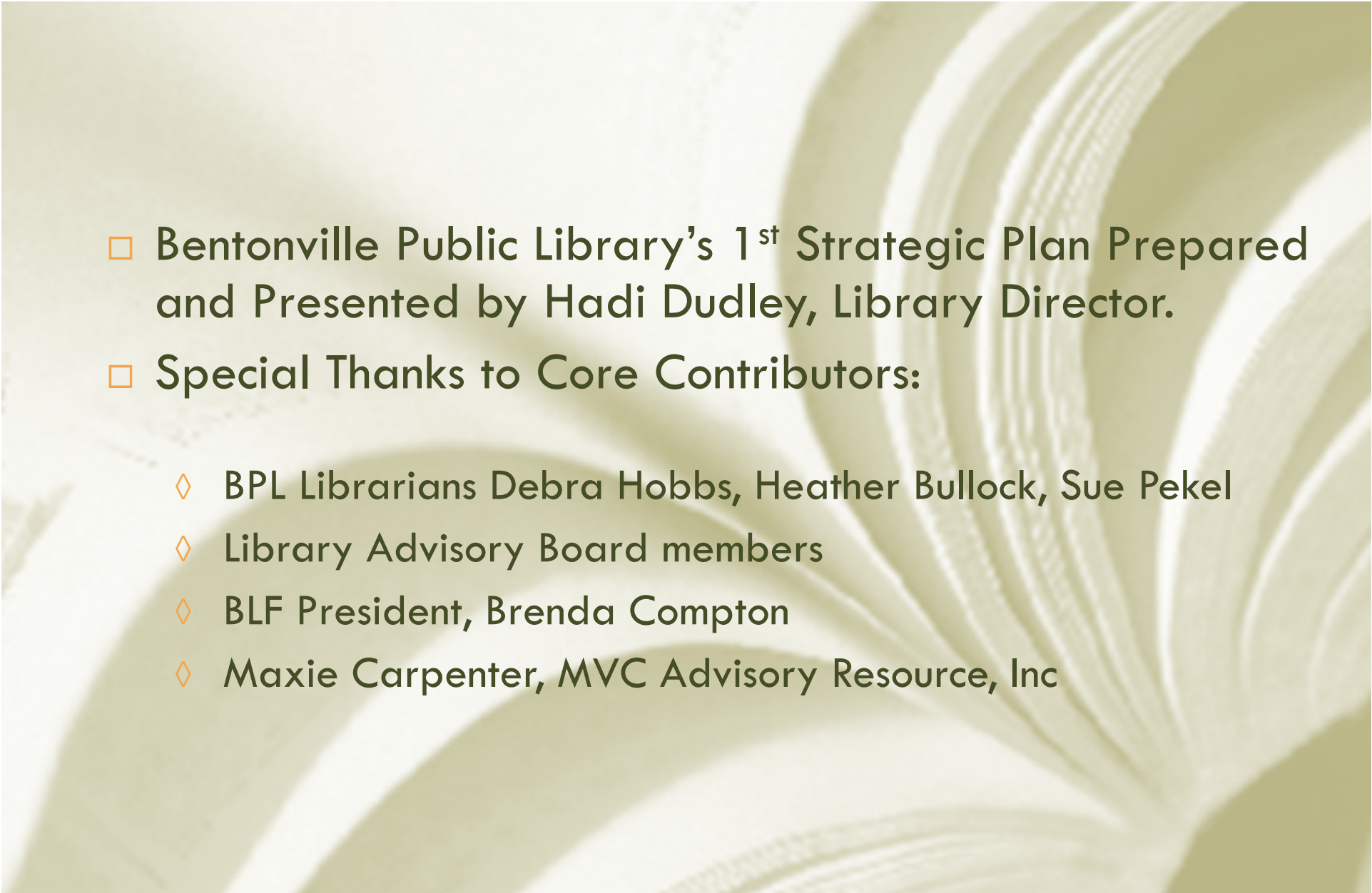
□ Public Service Values

- Community
- Diversity
- Education
- Intellectual Freedom

□ Library Staff Values

- Excellent Customer Service
- Friendliness
- Respect
- Teamwork

Read Books, Get Smarter!

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- Bentonville Public Library's 1st Strategic Plan Prepared and Presented by Hadi Dudley, Library Director.
 - Special Thanks to Core Contributors:
 - ◇ BPL Librarians Debra Hobbs, Heather Bullock, Sue Pikel
 - ◇ Library Advisory Board members
 - ◇ BLF President, Brenda Compton
 - ◇ Maxie Carpenter, MVC Advisory Resource, Inc

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BPL Strategic Plan Contributors