

Bardmoor Public Library Strategic Plan 2021-2023



WHO WE ARE:

Located in unincorporated central Pinellas County, the Bardmoor Public Library is a welcoming and safe space that exists for the benefit of its community by addressing informational, recreational, civic, and cultural needs. Since 2005, the Library has been located at 8333 Bryan Dairy Road, Largo, Florida 33777. The Library is a member of the Pinellas County Library Collaborative.

VISION:

The Bardmoor Public Library aspires to be beacon of welcoming light by empowering the community through knowledge.

MISSION:

The Bardmoor Public Library serves as a community center that encourages a love of reading and learning for all ages while providing equitable access to the world of ideas. The Library uses its innovative space to transform lives by fostering connections to community resources and technology. The Bardmoor Public Library strives for excellence in service.

VALUES:

Community, Inclusiveness, Equity, Respect, Learning, Diversity, Creativity, Collaboration, Justice



Imagine. The Bardmoor Public Library will transform itself into a community center where all are welcome to share their truest selves. The Library's collections, programs, and space will stimulate the public's imagination as a central resource.

Objective 1: To select materials in a variety of formats to meet the community's diverse needs.

- Conduct a collection assessment addressing gaps and weed materials no longer utilized.
- Increase multicultural materials by 5% yearly to allow patrons to see themselves reflected in the collection.
- Seek patron input in new materials through a suggested purchases form in alignment with the Library's materials selection policy.

Objective 2: To provide creative programs and resources for all ages.

- Invent fun programs for no reason other than generating happiness for patrons.
- Partner with local museums and cultural organizations to provide innovative programs.
- Develop and install a makerspace area for STEAM projects and programming.
- Explore grants for targeted groups within the community (including, but not limited to, children, teenagers, and seniors) for continued excellence in programming.

Objective 3: To evaluate the Library space and grounds for an innovative physical environment as well as scheduled preventative maintenance.

- Communicate with relevant county agencies to maintain the building and grounds.
- Create a flexible facility space allowing for furniture reconfigurations for programming.
- Utilize county agencies' expertise for collaborative events focused on community needs.

Learn. The Bardmoor Public Library will provide equitable access to information through lifelong learning programs for adults as well as children's programming designed to nurture success in school and life. The Library's staff will continue their own education through growth opportunities in the field that will lead to excellence in customer service and creativity.

Objective 1: To provide educational, economic, and health development programs for community members to enhance their quality of life.

- Assist community members in attaining GED or other educational growth through tutoring and classes.
- Contribute to economic development in the area through programs focused on growing businesses, job seeking, and financial literacy.
- Increase public health awareness by providing opportunities for staff to lead programs in this arena and partnering with local organizations for presentations on healthy living and government service support.

Objective 2: To champion literacy in education and self-worth for children and young adults.

- Develop a community-based early literacy program, empowering families to prepare their children for school.
- Provide programming focused on increasing youth's confidence not only in reading but also in respect for themselves and others.
- Teach school-aged students how to conduct research at their grade level through programming based on their interests.

Objective 3: To hire and retain staff dedicated to respectful customer service, workplace innovation, and participation in trainings that will increase their informational knowledge.

- Monitor staffing needs based on statistical data, increased diversity hires, and emerging technologies.
- Emphasize courtesy and respect in all interactions within the Library through modeling and increased staff awareness of policies and activities.
- Provide opportunities for staff to participate in trainings, workshops, conferences, and webinars to increase their knowledge in the field.
- Empower staff to lead based on their interests, especially when aligned with community needs.

Connect. The Bardmoor Public Library will connect the community to the dynamic digital environment existing today and in the future. Beyond new technology, the Library will strengthen its community connections through outreach.

Objective 1: To provide technology and training for the community.

- Designate technology personnel dedicated to customer service innovation.
- Continue to provide technology training to the community as novel technology arises.
- Investigate new ways to provide access to technology.

Objective 2: To strengthen Wi-Fi infrastructure creating hotspots in the Library, on its grounds, and beyond.

- Revisit the Library's internet contract and identify where hotspots can be established.
- Create an at-home Wi-Fi hotspot program to be checked out like other materials.

Objective 3: To increase awareness and form connections with individuals, community organizations, and county agencies on specific initiatives.

- Continue development of social media and other types of marketing.
- Identify and engage underserved and unserved populations.

- Strengthen community connections through organizational collaboration.
- Communicate with county agencies regarding Library services and programs.

Inspire. The Bardmoor Public Library will welcome everyone in the community into its space to enhance their quality of life through the enjoyment and cultivation of stimulating programs, resources, and relationships.

Objective 1: To furnish the Library as a comfortable, accessible, and safe space that preserves a sense of fun and whimsy for all who enter.

- Provide a physical environment that patrons seek out to relax, learn, create, and socialize by utilizing a variety of seating and other spaces.
- Evaluate ADA requirements and incorporate them into the Library to ensure enjoyment for the neurologically and physically diverse.
- Create engaging displays of materials.

Objective 2: To spark and cultivate young readers' imagination through collection development, storytelling and reading, and connection to diverse subjects.

- Form reading groups (including book tastings) for children and teenagers to discover what they love reading and want from their library.
- Develop an interactive learning space for children and their grown-ups.

Objective 3: To promote cultural and civic respect for divergent viewpoints using information resources.

- Encourage civic participation through services promoting citizenship, voter registration, and how to spot fake news.
- Develop special exhibits and programming surrounding local history and events.

About the Strategic Plan

The Strategic Plan reinforces the Bardmoor Public Library's commitment to innovation by serving its community through excellent services. The Library's director, staff, and board of trustees included the community in its discussion of library hopes and needs because the Library exists for the benefit of its people.

Strategic Planning Methods

The planning format consisted of the following three components:

1. A SWOT Assessment where library staff considered its Strengths, Weaknesses, Opportunities, and Threats.
2. Community conversations with key stakeholders and individuals in the greater Bardmoor area.
3. Online library surveys for patrons and non-patrons.