

Basalt Regional Library District
Strategic Plan 2010-2015

Mission Statement

The Basalt Regional Library is a resource center providing collections, services, technologies, programs and information for our community and visitors.

Strategies

In order to achieve our mission:

- A. We will provide a well-qualified, knowledgeable, friendly, and service-oriented staff that receives on-going training to maintain established competencies.
- B. We will provide collections services, programs, and technologies to meet the needs of the community.
- C. We will promote community awareness and outreach as well as the use of Library resources.
- D. We will collaborate with other organizations to promote and share services, programs, facilities, and resources to benefit the community.
- E. We will regularly evaluate the effectiveness of our services and our staff as well as maintain the integrity of our facilities.

Goals And Behaviors

- 1. Have a Professional Staff
 - a. To provide training for new staff
 - i. Checklist for training which will include policies, technology, etc to be completed within first 90 days of employment and reviewed annually prior to the end of February.
 - ii. Assign new staff members a senior mentor for the first 6 months.
 - b. To provide on-going training for staff
 - i. Monthly staff meetings on Technology and Circulation
 - ii. In-Service Trainings on all aspects of library management
 - iii. Opportunities to develop stronger customer services skills
 - c. Promote Professional Development
 - i. Each Management Team member will attend one conference per

- year (in-person or via webinar)
 - ii. Journals and professional memberships
 - d. Regular Management Team Meetings
 - e. Have staff regularly attend board meetings
2. Have Exceptional and Up-to-date Resources by continuing to provide...
- a. Collection Development
 - i. Acquisitions - Ensure collection meets library standards
 - 1. Departments submit acquisition plan prior to January 1st of each year.
 - 2. Maintain inventory of collections
 - ii. Weed out-of-date materials from collection
 - iii. Expand downloadable audio books and e-book collections by 10%
 - b. Services to the public
 - i. Interlibrary Loan
 - ii. Eagle County Senior Services
 - iii. Proctor Exams
 - iv. Librarian @ Your Service (Hispanic and English)
 - v. Ask Colorado
 - vi. Reference
 - vii. Databases and Electronic Resources
 - viii. Possible partnerships with groups such as RSVP for tax help.
 - c. Quality Programs
 - i. Summer Reading Program
 - ii. Music Series
 - 1. Develop our audience
 - 2. Secure sponsorships for programs
 - iii. Adult programming
 - iv. Family programming
 - v. Hispanic programming
 - vi. Youth programming (Story times, Teens, TAG, etc)
 - d. Technology Equipment
 - i. Provide to the public
 - 1. Computers
 - 2. Printer/copier
 - 3. Fax services
 - 4. Wireless internet
 - 5. Laptops
 - 6. Download stations
 - 7. MP3 players

8. Sony Readers
9. Early Literacy Stations
- ii. Maintain Staff Equipment
 1. ILS
 2. OPAC stations
 3. Computers
 4. Self check stations
 5. Smart boards
 6. Projectors
 7. Nomad
 8. Recording Studio
 9. Printers/copier
- e. To be the Premier Information Resource Center in the Mid-Valley
3. Promote Community Awareness and Outreach
 - a. Mentoring Program with High School Students
 - b. Live Homework Help
 - c. Email Newsletter
 - d. Attend Civic organization meetings
 - e. Attend school meetings
 - f. Attend Town and County meetings
 - g. Provide tours of the library
 - h. Continue with PR and Marketing Campaigns
 - i. Use website to promote library
 - j. Spanish radio
 - k. Distribution of flyers such as Laundromat
 - l. "Friendraising" and Fundraising
 - i. Generate list of potential "Friends"
 - ii. Apply for grants and funding
 - iii. Sponsorships for events/programming
4. Have Strong Collaborations with
 - a. Youth Services
 - i. Continue partnerships with...
 1. Raising a Reader
 2. Local Schools
 3. Preschools
 4. Roaring Fork Conservancy
 - b. Adult Services
 - i. Continue partnerships with...

1. Roaring Fork Conservancy
 2. Aspen Writer's Foundation
 3. Aspen Music Festival and School
 4. Aspen Public Radio
 5. Basalt Thrift Store
- c. Hispanic Services
- i. Continue Partnerships with...
 1. Roaring Fork Family Resource Center
 2. English in Action
 3. CMC – ESL Classes
 4. Local Schools
 5. Places of Worship
5. Regularly Evaluate Everything
- a. Board evaluations including professional development
 - b. Evaluate resources through statistical data on a routine basis not less than once a year.
 - c. Building maintenance
 - d. Annual staff evaluations
 - e. Program evaluations to determine what is working well and what is not
 - f. Equipment
 - i. Furniture and fixtures
 - ii. Technology
 - iii. Mechanical
 - iv. Reorganization of space
 - g. Patron base – Community Analysis