Bossier
Parish
Libraries

Inform, Educate, Entertain
www.bossierlibrary.org

Our Strategic Focus

2016 -2020

Contents

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Introduction

Strategic planning is the systematic process of envisioning a desired future and translating that vision into broadly defined goals and potential activities to achieve them.

The ultimate goal of the strategic focus is to ensure that Bossier Parish Library stays true to its mission by creating informed, educated and entertained communities in order to assist individuals in the parish to reach their full potential. The strategic focus is designed to assist in the accomplishment of that goal.

Vision, Mission & Values

Vision

To be Bossier Parish's leading source of information and learning to enable the community to imagine, explore, and discover the world.

Mission

To open doors to ideas and information by providing access to an array of materials, programs, and technologies that inform, educate, and entertain.

Values

- Exceptional customer service

- Community diversity

- Learning opportunities for the community

- A broad array of programs and services

- Teamwork and community partnership

- Technology that enhances our vision

- An opportunity to serve by leading and lead by serving

Strategic Focus at a glance

Bossier Parish Libraries
Inform, Educate, Entertain
www.bossierlibrary.org

Our Mission

To open doors to ideas and information by providing access to an array of materials, programs, and technologies that inform, educate, and entertain our communities.

Our Vision & Values

To be Bossier Parish's leading source of information and learning to enable our communities to imagine, explore, and discover the world. This will be achieved with exceptional customer service, community diversity, learning opportunities for the community, a broad spectrum of programs and services, teamwork, community partnerships, and technology.

Our Strategic Focus for 2016-2020

We will promote:

Informed Communities
- Personal enrichment
- Entrepreneur/small business support
- Workforce readiness
- Civic engagement

Educated Communities
- Early and adult literacy
- Self-directed learning
- Digital literacy
- Academic achievement for all ages

Entertained Communities
- User friendly spaces
- Responsive programs and services
- Relevant collections and related resources
- Community engagement

Resources | How We Accomplish Our Mission

Technology · Organizational Health · Facilities
Public Awareness · Collections · Aged-Based Services & Programs

Outcomes | How Everyone Benefits

- **Lives are changed**
- **A parish where individuals reach their full potential**

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Aulds Branch

Informed Communities

1. **Entrepreneur/Small Business Support**

   - Work with Lex Nursery and Red River Wildlife Refuge
     - Replant several planters around the library
     - Plant a children's garden
       - Teach children about nature, indigenous plants, and wildlife
       - Teach how what is planted can benefit and affect the ecosystem

2. **Civic Engagement**

   - Partnerships with non-profit groups resulting in community outreach and programming
     - Focus on job search assistance
     - Provide help for:
       - Interview skills
       - How to dress for success
       - Additional skills needed for the work place

Educated Communities

1. **Digital Literacy**

   - Staff members to teach basic computer classes
     - Each member will focus on their strengths
     - Assist patrons on:
       - Navigating computer desktop
       - Introductory basics on Microsoft Word
       - Navigating the Internet
       - Resume writing
     - Promote library databases and websites that offer classes that would benefit patrons in a variety of areas

Entertained Communities

1. **User Friendly Spaces**

   - Update signage to define each area of the library
   - Install partitions to further define Children's/Young Adult areas

2. **Community Engagement**

   - Patrons of all ages assist with planters, maintain a vegetable and pollinator garden
   - Visit local schools more often, assist in book fairs, and offer Summer Reading activities to children who are unable to visit the library

Benton Branch

Informed Communities

1. **Entrepreneur/Small Business Support**

   - Partner with small business group or association
     - Series of programs on how to start a small business
     - What to do after starting a small business
   - Create handouts about local organizations

2. **Workforce Readiness**

   - Actively promote resume database and Gale courses offered by the library
   - Conduct training classes for the database
   - Resume/job seeking workshops
     - Partner with local resources to help with workshops for resume writing, job seeking etiquette, interviewing, and other topics

Educated Communities

1. **Digital Literacy**

   - Teach computer classes
     - Basic computer usage
     - Simple Internet navigation
     - Microsoft Office / Open Office tips and tricks
     - How to use popular websites (Facebook, Pinterest)

2. **Academic Achievement for all ages**

   - Promote Gale courses
   - Host test prep classes/workshops
     - Promote test preparation resources available at the library
   - Partner with local resources in promoting/hosting workshops
   - Tutor patrons of all ages by engaging volunteers

Entertained Communities

1. **Community Engagement**

   - Promote the library and services offered to local community businesses
   - Deliver monthly newsletter to local businesses that have agreed to display it
   - Increase involvement with area schools

2. **User Friendly Spaces**

   - Improve children's area
   - Create a teen area

Central Branch

Informed Communities

1. **Workforce Readiness**

   - Promote resume database and Gale courses offered by the library
   - Resume/job seeking workshops

Educated Communities

1. **Self-directed Learning**

   - Maker's Space
     - Low tech – knitting, sewing, origami, etc.
     - High tech – computers with animation software, music recording, movie making software, etc.
   - Community garden
     - Partner with local community groups – LSU Ag, Bossier Schools, Friends of the Library, Community Renewal, local gardening groups, etc.

Entertained Communities

1. **User Friendly Spaces**

   - Central Renovation
     - Community event center
     - Proctoring rooms
     - Electronic device recharging stations

2. **Responsive programs and services**

   - Programs and services for senior citizens – Partner with local senior groups
   - Partner with learning institutions – host educational classes

3. **Relevant collections and related resources**

   - Reorganize shelf space
   - Provide Wi-Fi hotspot for patron check-out
   - Offer tablets and laptops for in-house use

4. **Community Engagement**

   - Food insecurity
     - Partner with local food banks
     - Provide space for a weekend backpack food distribution place
     - Conduct more food drives
   - Student Internship Program
     - Develop an Internship for young adults – valuable job experience

East 80 Branch

Informed Communities

1. **Workforce Readiness**

   - Provide age-based programs and services
     - Resume/job seeking workshops
     - How to complete job application classes
     - Dressing for success
     - Interview preparation
     - Additional skills needed for the workplace

Educated Communities

1. **Digital Literacy**

   - Actively promote digital resources available at the library
     - Host workshops on how to properly use digital resources

Entertained Communities

1. **User Friendly Spaces**

   - Add a computer/media room
     - Family computer room – for families with small children
     - Media room – For patrons of all ages who want to listen to CDs or watch DVDs at their leisure

Haughton Branch

Informed Communities

1. Personal Enrichment

- Continue to offer programs that patrons enjoy
- Host children's story time programs in neighborhood apartment complexes

Educated Communities

1. Early and Adult Literacy

- Incorporate regular visits from reading therapy dogs for struggling readers

2. Digital Literacy

- Develop an introductory computer course for adults with one-on-one help

Entertained Communities

1. User Friendly Spaces

- Add meeting room space
  - Provide more programs
  - Accommodate local groups and organizations

History Center

Informed Communities

1. Civic Engagement

- Distribute professional brochures to engage businesses and organizations
    - Distribution points – Shreveport/Bossier Convention and Tourist Bureau and local hotels to attract out of town visitors
- Monthly programs and special event programs to attract attention of organization members and regular patrons
- Brown bag lunches with keynote speakers
- Increase engagement in community organizations
- Increase awareness to the business community of how the History Center is a critical component of the area's knowledge and economic infrastructure
- Establish connections with property owners – photographing and/or filming properties and events
- Promote collections with media to advertise that collections are built from donations

Educated Communities

1. Self-directed Learning

- Complete the *Bossier Banner* index – hire temporary staff
- Increase history and genealogy databases and additional genealogy books
- An attractive, user-friendly website to encourage patrons to gain more knowledge about the collections
- Brown bag lunches with knowledgeable speakers to promote learning
- Digitize collection for better accessibility, convert oral history audio tapes to digital mp3 files
- Provide pop-up museums with carrying case for area schools and organizations
- Actively pursue local learning institutions to encourage students to use the resources available
- Sponsor programs to effectively promote the collections
- An annual History Day to involve families by introducing history-oriented activities

Entertained Communities

1. User Friendly Spaces

- Build interactive exhibits to make the cultural history come alive
- Expansion of existing building – additional meeting room and bathrooms
- Design an exhibit area with movable walls – will allow for more exhibits
- Retractable banners for displaying at non-library sponsored events
- Modernize and update setting; install electrical cord covers for safety and appearance

Plain Dealing Branch

Informed Communities

1. **Personal Enrichment**

   - Promote Gale courses

Educated Communities

1. **Self-directed Learning**

   - Host classes for parents
   - Provide information and/or workshops on how to find financial assistance
   - Start an art club for teens
   - Begin a book club for adults and teens

2. **Digital Literacy**

   - Offer introductory computer classes to patrons

Entertained Communities

1. **User Friendly Spaces**

   - Update children's area – paint, kid-friendly chairs, etc.
   - Create a comfortable, inviting space for the young adult area
   - Redo adult area to promote a quiet, enjoyable space for relaxing and reading
   - Provide shopping baskets for patron convenience

2. **Community Engagement**

   - Partner with local health agencies to provide periodic blood pressure screenings
   - Sponsor blood drives throughout the year

Tooke Branch

Informed Communities

1. Workforce Readiness

- Partner with community groups to ensure patrons are workforce ready
  - Resume/job seeking workshops
  - How to complete job application classes
  - Dressing for success
  - Interview preparation
  - Additional skills needed for the workplace

Educated Communities

1. Early and Adult Literacy

- Offer early childhood programs
- Partner with organizations offering early learning and developmental programs
- Promote related databases that provide early childhood programs
- Support early childhood programs for children with disabilities
- Encourage elementary schools to get involved with engaging special needs children
- Promote Gale courses
- Host test prep classes/workshops
  - Promote test preparation resources available at the library
- Partner with local resources in promoting/hosting workshops

2. Digital Literacy

- Offer introductory computer classes to patrons
- How to classes – download an app, audiobook, etc.

Entertained Communities

1. Relevant Collections and Related Resources

- Create a themed shelf related to specific topics
  - Louisiana Living
  - Seasonal
  - Local history
  - Regional events