

BRIDGEPORT PUBLIC LIBRARY

5 Year plan (2012 – 2017)

www.bridgeportlibrary.org

OUR VISION

The Bridgeport Public Library enriches the community by providing lifelong learning through materials and programs that inform, educate, and entertain, connecting the heritage of the past, the opportunities of the present, and the possibilities of the future

OUR MISSION

The Bridgeport Public Library provides information, resources, and services in an environment that encourages the pursuit of lifelong personal development

HOW WE WILL SERVE OUR COMMUNITY

GOAL: BUILDING / FACILITY – ENSURE THAT THE BRIDGEPORT PUBLIC LIBRARY HAS ADEQUATE FACILITIES TO MEET THE NEEDS OF THE COMMUNITY

STRATEGIES:

- Maintain facilities infrastructure

GOAL: COLLECTIONS – DEVELOP AND MAINTAIN A COLLECTION IN A VARIETY OF TECHNOLOGIES AND FORMATS TO MEET THE CURRENT AND FUTURE NEEDS OF THE COMMUNITY

STRATEGIES:

- Continue to conduct a periodic survey of patrons to determine needs and wants
- Continue to respond to needs of growing senior base (i.e., large print materials)
- Continue to update entertainment DVDs
- Keep collections current

GOAL: FUNDING – ENSURE FINANCIAL STABILITY OF LIBRARY OPERATIONS AND FUTURE NEEDS

STRATEGIES:

- Pursue a diversified funding base by developing an active program to solicit funds from private and public sources
- Develop creative ways to explore additional sources of funding
- Continue to maintain our core funding sources

GOAL: PROGRAMS – TO PROVIDE PROGRAMS THAT TARGET SPECIFIC INTERESTS AND NEEDS FOR INDIVIDUALS AND THE COMMUNITY

STRATEGIES:

- Develop a survey to assess the community and individual interests
- Conduct workshops and lectures
- Explore available free resources to conduct programs, including: AARP, Saginaw County Commission on Aging, health agencies (SM of Michigan, Covenant Women’s Health, American Red Cross, Breast Cancer Awareness)
- Develop information on emergency preparedness, including a kit and programming (CPR, etc.)
- Review existing programming to assure it is still viable

GOAL: PUBLIC RELATIONS/MARKETING – TO PROMOTE PUBLIC AWARENESS OF THE BRIDGEPORT PUBLIC LIBRARY AND ITS PROGRAMS TO BOTH INDIVIDUALS AND THE COMMUNITY

STRATEGIES:

- Increase communication by providing an insert to be included in the Chamber of Commerce newsletter
- Maintain relationship with school staff to acquaint them with unit-related resources
- Utilize marquee to publicize coming events
- Use public media to promote Bridgeport Public Library programs and events
- Develop promotional material and print materials highlighting library services using website and social media
- Continue to promote the website by including library web address on all BPL communication and on the marquee
- Maintain a database of Friends, patrons, community organizations and send regular emails regarding the library
- Develop a community survey that reflects the needs and wants of the community

GOAL: SERVICES – TO TAILOR SERVICES TO RESPOND TO THE COMMUNITY’S CURRENT AND FUTURE NEEDS

STRATEGIES:

- Continue to seek input from our patrons in planning current and future services
- Provide book delivery to senior citizens
- Continue to offer notary public service
- Maintain website as a guide to using library services and facilities

GOAL: STAFF – HIRE AND RETAIN FRIENDLY AND EFFICIENT QUALIFIED, SERVICE-ORIENTED STAFF

STRATEGIES:

- Provide training to the staff to assist them in meeting the goals/strategies of the Bridgeport Public Library
- Conduct annual evaluations of staff, incorporating a plan for personal and professional growth
- Hire staff with diverse ethnic backgrounds and skills
- Develop a contingency staffing plan

GOAL: TECHNOLOGY – PROVIDE PATRONS AND STAFF WITH THE MOST CURRENT ELECTRONIC RESOURCES AND TECHNOLOGY

STRATEGIES:

- Continue to implement a technology plan that addresses the current and future equipment and facility needs
- Provide patron training of software programs and in equipment use
- Maintain dependable high speed wireless network

This plan revised by G.C.Gonzalez after a storyboard session with the BPL Board and the library director on October 11, 2011