Position the library as a public education institution, in which LBPL is an active partner in learning for a lifetime within the Long Beach community

Support youth development by connecting children, parents, and caregivers to tools, resources, and services provided by the library and its partners

Serve the diverse needs of the community by collecting feedback and listening to our customers

Tell our story to demonstrate the value of the Long Beach Public Library to our community

Improve staff communication, support all levels of staff, and focus on developing bright and driven teams

The Long Beach Public Library connects people, inspires, and transforms lives!

LBPL links its patrons to resources, spaces, and partnerships that fuel innovation.

LBPL promotes continuous learning and freedom to explore interests that enrich the community.

LBPL offers opportunities to enhance skills and personal development of our patrons and community.

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CONNECTS

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- Add 10 new workshops focused on health and wellness in the first year, assess and add new measures for subsequent years.
- Increase the usage of digital learning resources 10% by 2020.
- Add 20 new classes and workshops outside the library in the first year, assess and add new measures for subsequent years.
- Use our reach in the community to promote and provide equal and open access to free, self-directed learning resources such as online courses, homework help, job search assistance, and career coaching.
- Strengthen strategic partnerships with other city departments such as Parks, Recreation and Marine, and Health and Human Services to provide superior workshops and resources for residents of all ages.
- Utilize the Mobile Studio to provide classes and workshops for those with limited access to library locations. They will range from development of basic computer skills to STEM classes (Science, Technology, Engineering, and Math).
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HOW

SELF-DIRECTED LEARNING

EXPAND OUR EXPERTISE BEYOND LIBRARY WALLS

2017-2020

www.lbpl.org
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Vision

strategic plan

2017-2020

www.lbpl.org
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CONNECTS
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INSPIRES
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TRANSFORMS
LBPL offers opportunities to enhance skills and personal development of our patrons and community.

VISON
The Long Beach Public Library connects people, inspires, ideas, and transforms lives!

LONG BEACH PUBLIC LIBRARY
2017-2020
www.lbpl.org

SYSTEM GOALS
1. Position the library as a public education institution, in which LBPL is an active partner in learning for a lifetime within the Long Beach community.
2. Support youth development by connecting children, parents, and caregivers to tools, resources, and services provided by the library and its partners.
3. Serve the diverse needs of the community by collecting feedback and listening to our customers.
4. Tell our story to demonstrate the value of the Long Beach Public Library to our community.
5. Improve staff communication, support all levels of staff, and focus on developing bright and driven teams.

WHAT
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HOW
Add 10 new workshops focused on health and wellness in the first year, assess and add new measures for subsequent years.

Strengthen strategic partnerships with other city departments such as Parks, Recreation and Marine, and Health and Human Services to provide superior programs and services for residents of all ages.

Utilize the Mobile Studio to provide classes and workshops for those with limited access to library locations. They will range from development of basic computer skills to STEM classes (Science, Technology, Engineering, and Math).

Self-directed learning resources such as online courses, homework help, job search assistance, and career coaching.

Add 20 new classes and workshops outside the library in the first year, assess and add new measures for subsequent years.

Use our reach in the community to promote and provide access to free and open self-directed learning resources such as online courses, homework help, job search assistance, and career coaching.

Exhibit the usage of digital learning resources by 20%.

SELF-DIRECTED LEARNING EXPAND OUR EXPERTISE BEYOND LIBRARY WALLS
Support youth development by engaging children, parents, and caregivers in programs and services. Expand partnership with community organizations to reach at-risk populations.

**WHAT**
Innovators Lab model.

**HOW**
Based on the Harwood Public Schools model, hosting community conversations and allowing community members to share their input.

**WHAT**
Support staff communication, improve staff engagement, and increase professional development opportunities.

**HOW**
- Create and promote standing and ad-hoc committees to increase staff participation in library committees.
- Achieve a 10% increase in staff participation in committee meetings.
- Create a 12-month meeting plan to increase staff participation and offer virtual access to committee meetings.
- Achieve a 10% increase in staff participation by 2020.

**WHAT**
Premiere collaboration, information sharing, and transparency.

**HOW**
- Promote collaboration, information sharing, and transparency.
- Improve staff communication, support all levels of staff, and focus on developing bright and driven teams.
- Create the infrastructure to support staff communication and information sharing.
- Achieve a 10% increase in staff participation by 2020.

**WHAT**
Engage staff communication, support all levels of staff, and focus on developing bright and driven teams.

**HOW**
- 5,000 parents by 2020, an 18% increase in current reach, and increase participation in school-age children to 7,500 by 2020, a 44% increase, and increase early literacy participation by 10%.
- Focus efforts on new and expecting parents, connecting them with early literacy resources and workshops.
- Utilize partnerships with community organizations such as WIC to reach at-risk populations.
- Increase engagement from school-age children to 7,500 by 2020, an 18% increase in current reach, and increase participation in school-age children to 7,500 by 2020, a 44% increase, and increase early literacy participation by 10%.
- Increase library engagement from school-age children to 7,500 by 2020, a 44% increase, and increase early literacy participation by 10%.

**WHAT**
Collect ongoing feedback from our customers using the Net Promoter Score (NPS) methodology, a customer loyalty measure used by many industries.

**HOW**
- Serve the diverse needs of the community by collecting feedback and listening to community members.
- Collect ongoing feedback from our customers using the Net Promoter Score (NPS) methodology.
- Enhance personal skills and improve the customer experience.
- Evaluate the customer experience.
- Collect feedback from the community.
- Evaluate the customer experience.
- Collect feedback from the community.

**WHAT**
Inform our Long Beach community of events, and utilize the library’s Family Learning Centers to provide resources for children, and utilize the library’s Family Learning Centers to provide resources for children.

**HOW**
- Describe our community as a place that is safe, welcoming, and vibrant.
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**WHAT**
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**HOW**
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**WHAT**
Launch an enhanced community presence.

**HOW**
- Conduct website usability tests to improve user experience.
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**WHAT**
Use targeted communications to market library events and services, achieving a library industry open rate of 18% or higher.

**HOW**
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**WHAT**
Tell our story to demonstrate the value of the Long Beach Public Library to our community.

**HOW**
- Develop a messaging schedule for library events and promotions to increase marketing, outreach, and customer service efforts.
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<table>
<thead>
<tr>
<th>GOAL</th>
<th>SUPPORTS</th>
<th>ACTIVITY</th>
<th>MEASURES</th>
<th>ATTAINMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOAL 1</strong></td>
<td>Sustain staff communication, support all levels of staff, and focus on developing staff and change leaders.</td>
<td>Improve staff communication, support all levels of staff, and focus on developing staff and change leaders.</td>
<td>Staff satisfaction surveys, 1:1 meetings, and staff development workshops.</td>
<td>Staff satisfaction ratings at least 90% higher than previous year.</td>
</tr>
<tr>
<td><strong>GOAL 2</strong></td>
<td>Support youth development by connecting children, parents, and caregivers to books, resources, and services provided by the library and its partners.</td>
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<td>Offer weekly storytimes, children's programming, and family workshops.</td>
<td>Participation in youth programming at least 20% higher than previous year.</td>
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<td><strong>GOAL 3</strong></td>
<td>Serve the diverse needs of the community by collecting feedback and listening to our community.</td>
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<td>Conduct quarterly feedback sessions with community members.</td>
<td>Feedback utilization rate at least 90% higher than previous year.</td>
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<td><strong>GOAL 4</strong></td>
<td>Tell our story to demonstrate the value of the Long Beach Public Library to our community.</td>
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<td>Launch a library champions program to promote the library.</td>
<td>Library champions program participation at least 50% higher than previous year.</td>
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<tr>
<td><strong>GOAL 5</strong></td>
<td>Increase library engagement from school to career pipeline.</td>
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<td>Partner with local schools to offer homework clubs and job preparation workshops.</td>
<td>Increase in high school graduation rates by 5%.</td>
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<td><strong>GOAL 6</strong></td>
<td>Achieve a 90% capacity for all community and library events and make sure all community events are free to the public.</td>
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<td>Offer free events throughout the year.</td>
<td>Attendance at library events at least 90% capacity.</td>
</tr>
</tbody>
</table>
| **GOAL 7** | Create an environment where all community members feel safe and welcome. | Create an environment where all community members feel safe and welcome. | Implement a zero-tolerance policy for discrimination. | Reduction in reported incidents of discrimination by 50%.

**SHARED METRIC:***
- Share with other libraries and organizations to inspire collaboration and innovation.