

BELEN PUBLIC LIBRARY
STRATEGIC PLAN
(EFFECTIVE 7/1/2023-6/30/2026)

APPROVED 5/4/2023

Vision Statement: The Belen Public Library operates as the heart of community empowerment, engagement, and energy to support a more informed, innovative, inclusive, and adaptable public.

Mission Statement: To provide a welcoming, friendly place that enhances the well-being of our community through social, economic, and environmental information, access, and public interaction.

Goal 1: Support individual and community efforts to grow economic opportunities in the Belen Public Library's service area through partnerships, outreach, and programming.

Objective 1a. Increase library space use, information and outreach dedicated to ESL and Adult Basic Education, Job Search, and Entrepreneurship opportunities at the Library by 10% per year.

Measured by: Increase outreach and publicity about Adult Basic Education, Job Search and Entrepreneurship; Use of Library facilities and online platforms for ESL and Basic Education, Job Search, and Entrepreneurship programs; Use of MakerSpace by entrepreneurs and job seekers; Number of job fairs attended and hosted; Number of social media posts, fliers, and other outreach materials about economic opportunities.

Objective 1b: Maintain and expand by 10% per year partnerships with organizations and agencies dedicated to community and economic development and business support and expansion. Build partnerships to increase awareness, resources, and opportunities for economic growth in the library's service area.

Measured by: Number, quality, and outcomes of partnerships with community and economic development organizations.

Objective 1c. Increase number and use of CDL and other professional training and licensing materials for small businesses, job seekers, and career enhancement by 10% per year.

Measured by: Number of professional licensing materials, including books and e-resources, and usage numbers.

Objective 1d. Maintain and create community relationships and engagement to support downtown revitalization, tourism, and designation of Becker Avenue as an Arts & Cultural District.

Measured by: Increase in the number of relationships, events, and tourism support services to help revitalize the historic downtown district in Belen; Synergies created with Whistle Stop Cafe and DJ's Library Café.

Objective 1e. Increase by 10% per year the number of patrons attaining digital literacy through the library's materials, programs, and services, including Senior Citizens, job seekers, and households without internet access.

Measured by: Number of patrons improving their digital literacy skills at the library.

Objective 1f. Increase by 10% per year the number of patrons attaining financial literacy through the library's materials, programs, and services, including Senior Citizens, young families, and households experiencing financial vulnerabilities.

Measured by: Number of patrons improving their financial literacy skills at the library.

Goal 2: Recognize and value the diverse interests, circumstances, and social-cultural contexts of our community through the design and extension of library resources and services.

Objective 2a. Reflect the diversity of our community through the library's collections, exhibits, programs, and services.

Measured by: Increase by 10% per year the number of materials, programs, and promotions of new materials popular with various diverse populations in the library's service area.

Objective 2b. Provide portable and "pop-up" libraries in diverse neighborhoods.

Measured by: Increase in portable and "pop-up" libraries, including churches, post-offices, and other areas heavily used by diverse segments of the public.

Objective 2c. Provide greater services to meet the basic needs of community members, including Senior Citizens, Veterans, low-income families, individuals and families experiencing homelessness, and other vulnerable populations.

Measured by: Increase by 10% per year distributions and locations of outreach materials, programs, and partnership with other organizations targeting vulnerable populations.

Objective 2d. Increase by 10% per year library services support for home delivery services for residents experiencing temporary or permanent disabilities, including awareness of electronic resources for those with Internet at home.

Measured by: Number of patrons receiving Reserve books through home delivery services; number of phone calls to patrons with home delivery service needs; number of programs directed to patrons with home delivery service needs; number of reference and assistance contacts with patrons with home delivery service needs, including computer assistance by phone or email.

Objective 2e. Improve the physical accessibility and sustainability of the library facility, supporting ADA compliance and community disaster preparedness.

Measured by: ADA compliance assessment and Sustainable Libraries Certification Program assessment, implementation and completion.

Objective 2f. Expand services for blind and print disabled patrons through partnership with the Library of Congress resources.

Measured by: Number of blind and print disabled patrons using resources identified by the library.

Objective 2g. Increase by 5% per year the number, variety, quality, and relevance of Spanish and Bilingual books.

Measured by: Increase in number of books in Spanish and Spanish Children's sections of recent publication and in good shape.

Objective 2h. Increase by 5% per year marketing of the availability of Spanish and Bilingual books to Spanish speaking audiences.

Measured by: Number of outreach efforts to Spanish speaking audiences about availability of library materials in Spanish and Bilingual.

Objective 2i. Increase by 5% per year the number of bilingual programs provided for Spanish speaking families and children.

Measured by: Number of bilingual programs provided for Spanish speaking families and children.

Objective 2j. Increase by 5% per year the exhibits, materials, and presentations provided about local history and about ways to increase social cohesion.

Measured by: Number of exhibits and presentations, and their attendance numbers.

Goal 3: Support and improve library literacy services for PreK-12 students and families in Valencia County.

Objective 3a: Expand Teen services by 10% to include digital, technological and financial literacy and workforce skills.

Measured by: Number of teen programs and services offered through the Computer Learning Lab and MakerSpace.

Objective 3b: Create programs and services for families involved in home-schooling.

Measured by: Number of collection materials, programs, and services for home-schooling families.

Objective 3c: Create internship and volunteer opportunities for young adults at the library to enhance their education and career opportunities.

Measured by: Number of youth interns and volunteers engaged at the library.

Belen Public Library and Harvey House Museum Strategic Plan

Objective 3d: Expand engagement with Belen area schools for events and exhibits at the library for students and families, including student expressive art displays and demonstrations.

Measured by: Number and variety of student events and exhibits generated through collaboration with Belen Consolidated Schools, St. Mary's School, teachers and students.

Objective 3e: Increase by 10% the number of Emerging Reader volumes in the library's collection.

Measured by: Number of Emerging Reader volumes added to the Children's Library collection.

Goal 4: Meet the needs of a growing population in the City of Belen and surrounding areas for library information, services, education, and tourism opportunities.

Objective 4a: Increase the staff coverage of the Belen Public Library and Belen Harvey House Museum for circulation, reference, programming, event and exhibit services to provide a minimum of 7 FTEs per 7,500 population within Belen, or at least 1 FTE for each increase in population of 1075 people.

Objective 4b: Expand the size of the print material, audio-visual, and digital collection of the Belen Public Library and Harvey House Museum in proportion to the population growth in the area to provide a minimum collection of 40,000 items per 7,500 population within Belen, or an increase of 6,000 items for each increase of 1,000 people.

Objective 4c: Increase the capacity of the Belen Public Library and Belen Harvey House Museum, including building expansion, renovation, bookmobile, or other methods, to provide circulation access for the public based on an average collection size of 44,000 items for 7,500 people, or an increase of 6,000 items for each increase of 1,000 people.

Objective 4d: Increase the capacity of the Belen Public Library and Belen Harvey House Museum, including building expansion, renovation, or other methods, to provide programming, event and meeting space for the public based on a minimum of 1 room with capacity for 125 people per 7,500 population.