

**Strategic Plan 2017-2020**  
**Helen and Hollis Baright Public Library**  
**Action Plan 2016-17**  
**Approved November 16, 2016**

Per its custom, the library board will review the strategic plan annually and create an Annual Action plan.

**Library Mission Statement**

The Helen and Hollis Baright Public Library strives to inform, enrich and empower the Ralston community and surrounding area residents by providing current educational, informational, and recreational library services and materials in an accessible and efficient manner that promotes lifelong learning.

**Library Vision Statement**

The Baright Public Library will strive to become the community center in Ralston to meet the future educational, informational, and recreational needs of the community.

**Key Strategic Priorities:**

**1. Develop community- based library services that create a better future for Ralston.**

- a. Develop more programs for seniors as Ralston has been identified as the best Nebraska city for retirement.
  - i. Develop an annual calendar to regularly schedule AARP programs such as Social Security/ Medicare and, Life Reimagined; estate planning seminars in collaboration with Community Foundation; social security benefits from an expert.
  - ii. Add a monthly coffee for seniors on a regularly established day, starting in January 2017, and continue indefinitely.
  - iii. Meet with Ralston Senior Center.
- b. Develop community-wide, family events.
  - i. Investigate outdoor Movie Nights for 2018.
  - ii. Provide monthly Family Movie events at the library.
  - iii. Identify city and community partners in 2017 to develop a spring family friendly event for 2019.

- c. Build on the success of the weekly Lego Club and therapy dog, to develop more after-school and weekend events at the library such as STEAM activities and a weekend Book Club on the weekend to launch in 2017.
- d. Continue the school partnerships that foster community, such as the book clubs at the junior and senior high schools, the Teen Advisory Board, and teen gatherings at sports events and movie theaters.
- e. Promote Ralston as a place to live and do business with community partners.
  - i. Determine the future of the library's Pub Trivia at Scorz in December 2016.
  - ii. Schedule "Out and About" Story Times at businesses in 2018.
  - iii. Use the library's display cases as a platform for local business; establish guidelines and recruit businesses in 2017 for 2018 and 2019.
  - iv. Promote the meeting room to more entrepreneurs by providing scalable conference technology; install speaker phone in 2016; establish specifications for equipment and costs in 2017; purchase as soon as funds are available; market the equipment and meeting room to Chamber and Economic Development.
  - v. In 2017, develop a Financial Tips program for a target audience of ages 20 to 30; present in 2018.

**2. Integrate more technology into library services to enhance each user's library experience.**

**3. Enhance customer service by providing staff development and an atmosphere of learning.**

The Baright Public Library submitted the 2017-2020 Strategic Plan to the Nebraska Library Commission in September 2016 as part of the accreditation three year cycle.

The Nebraska Library Commission approved the Library's strategic plan and statistics that demonstrated the financial support of the City and the usage by Ralston community members.

The Library's accreditation level reflects the efforts of the Mayor and City Council, Library Board, and Library Staff to provide library services that meet the needs of the community. The Nebraska Library Commission accredited the Baright Public Library at the top level, Gold. The top level reflects the work of all members of the City of Ralston.

## Baright Public Library

### Strategic Plan 2017-2020

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Library Board of Trustees

Community-based

Programs and Events

for the Ralston Library Community



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