

Strategic Plan 2020-2023

Helen and Hollis Baright Public Library

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.

1. Develop community based library services that create a better future for Ralston.
 - a. The median income level per Ralston household is \$3,000 dollars less than that of households in the rest of Douglas County. A significant portion of the population are young families or senior residents living on a fixed income. The library strives to provide educational and institutional support to the community for those lacking financial stability.
 - i. The library will continue to host the combined Foodbank for the Heartland and Salvation Army children's meal service during the summer months while also investigating a meal service for seniors.
 - ii. A sense screening storytime will be added to the slate of children's programming to provide free medical screenings in partnership with local health organizations, potentially hosting these on a biannual basis.
 - iii. A focus on relieving fine and fees charges for patrons for library services will be investigated. Several options include removing children's overdue fines or waiving fax charges.
 - b. Identified as a community with one of the highest percentages of those aged 65 and over in the Douglas County area, Ralston will focus on assisting this age cohort with appropriate services and programs.
 - i. Through conversations and growth in collaboration with the Ralston Senior Center, the library looks to develop appropriate assistance to attendees through technology or book related services.
 - ii. Library staff will promote resources and services for homebound populations in the Ralston area.

- iii. Through a grant or other community resources, programming for a creative outlet will be scheduled on a regular basis, in addition to the already successful monthly Lunch & Learn event.
 - c. Through survey responses, a need for more retail businesses, green space and other Hinge Project related needs were identified by the community. To secure a better quality of life, the library looks to encourage a strong Ralston economy through the promotion of Ralston as a place to live and do business.
 - i. To help support new or growing businesses in the Hinge or Downtown space, staff will assist in highlighting these businesses through a spotlight in library e-newsletters or in-house display cases.
 - ii. Promotion of library meetings spaces and meeting technology will continue. Staff will look to improve upon existing meeting usage by looking to update and improve upon the current laptops, projectors, conference phone and other future conference technologies for local entrepreneurs.
- 2. Integrate more technology into library services to enhance each user's library experience.
 - a. Continue partnership with Omaha Public Library for an integrated online catalog system.
 - b. Provide current hardware, software and other technological peripherals for public and staff usage.
 - c. Review the library technology plan annually.
- 3. Establish continuously strengthened customer service to the public through staff development, training and education.
 - a. Support staff attendance at regional conferences, relevant workshops, and webinars.
 - b. Provide a monthly staff training and development day throughout ten months of the year.
 - c. Support library staff certification from the Nebraska Library Commission.