



LOS LUNAS PUBLIC LIBRARY STRATEGIC PLAN

2020 - 2025

Strategic Priorities, Goals, and Objectives

Approved by Library Board 8/2020



**CUSTOMER
EXPERIENCE**



**EDUCATION &
DISCOVERY**



INNOVATION



**COMMUNITY
ENGAGEMENT**



VISION

The Los Lunas Public Library will be the driving force behind a powerful culture of learning that will inspire patrons from all walks of life to continually learn, share, and seek out new knowledge in ways that are beneficial to themselves, their community, and the world.

Guiding Principles

- ◊ We provide equal access to a vast range of information and resources.
- ◊ We actively embrace new ways to adapt the Library to the changing needs of the people we serve.
- ◊ We offer collections that are of interest to our users in ways that are most convenient for them.
- ◊ We are passionate about providing library service to our community.
- ◊ We conduct all interactions with respect and can be counted on to do the right thing in a fair and equitable manner.

MISSION

**Bringing information, ideas,
and people together to build
a stronger community.**



CUSTOMER EXPERIENCE

People are our top priority. We offer welcoming, personalized service to everyone who visits us in person, online, and by telephone.

Goal. People First

The library's positive organizational culture, commitment to customer service, and collaborative approach to serving all members of our community results in an outstanding library experience for everyone.

Objectives

1. Provide opportunities for library staff to become knowledgeable about their local communities and establish local partnerships that benefit our residents.
2. Create a positive, pro-active work culture exemplified by all staff working collaboratively with peers and management to continuously improve the library system and provide the best possible experience to every customer.
3. Provide a comprehensive customer-service program that gives every staff member the knowledge and authority needed to consistently deliver outstanding customer service.
4. Develop a customer-service survey that allows our patrons to give us detailed input about their library experience.

Performance Measures

Output:

Library staff will work with the community to create a community centered vision for the Library by January 2024.

Outcome:

Based on results from the Los Lunas Public Library's annual survey, 80% of the respondents will rate the customer service skills of library staff as good or excellent.

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EDUCATION & DISCOVERY

The library provides our residents with the educational and recreational experiences needed to succeed as citizens, students, and parents.

Goal A. A World of Information

Library staff connect our patrons to information, experiences, and experts that help them learn, relax, and interact with others.

Objectives

1. Provide information, resources, and educational opportunities that align with our community's needs and preferences.
2. Expand current print and digital collections that reflect the needs of all of our community members, including our youth, families, seniors, and Spanish speaking population.
3. Expand the public technology-training program that gives people of all ages an opportunity to acquire new digital literacy skills and explore a variety of computers, handheld devices, and software applications.
4. Become a first-stop clearinghouse for community members looking for volunteer opportunities, and job opportunities within the county.

Goal B. A Partner in Education

The library is an integral part of the K-12 and post-secondary educational system in Valencia County. Our partnerships with academic and other libraries ensure our success as an educational institution.

Objectives

1. Partner with educators and leaders within the Los Lunas' K-12 community to contribute toward the education and the overall quality of life of children in Los Lunas and surrounding communities.
2. Partner with University of New Mexico — Valencia Campus to share resources and identify ways to collaboratively increase community impact.
3. Establish working relationships and collaborative agreements with public, academic, tribal, special libraries, and museums throughout the New Mexico, resulting in expanded services for our library's customers.

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Goal C. A Place to Learn and Play

The library's events, programs, and services educate and entertain our residents; promote lifelong learning and community engagement; and create shared experiences that forge stronger communities.

Objectives

1. Provide educational and recreational experiences that spark lifelong learning, and help people succeed as citizens, students, and parents.
2. Develop classes and workshops that prepare parents and their children for entry into the K-12 school system.
3. Link library events and classes for youth to the school systems' core curriculums.



Performance Measures

Output:

50% of our youth events and classes will focus on topics and skills intended to help children succeed with school curriculum.

Output:

Library staff will develop two to three new partnerships in the community that lead to new or enhanced services for our vulnerable populations.

Outcome:

Based on evaluation forms from our classes, 80% of the respondents will report that the classes improved their confidence and skills.



INNOVATION

We are innovators who embrace technology and understand our communities. We seize opportunities to contribute toward a healthier and more vibrant Valencia County.

Goal A. Service Delivery Innovation

We develop innovative services and embrace technologies that improve our libraries.

Objectives

1. Develop and implement a new Technology Plan that supports our strategic priorities and positions the library to meet our customers' evolving technology needs.
2. Provide library staff with the time and training necessary to assist our residents with the technology—smartphones, tablets, laptops, apps, and software—they use to access the library's print and electronic resources.
3. Provide our residents with access to a variety of technologies in order to acquire new skills, explore new possibilities, and make informed consumer decisions with technology.

Goal B. Risk-Taking Culture

We are a state leader in developing and delivering outstanding public programs and services, community engagement activities, and staff development opportunities that improve our libraries and our communities.

Objectives

1. Cultivate an organizational philosophy that embraces innovation and risk-taking and accepts failure as a positive learning experience.
2. Create a work environment that provides staff with the time, tools, and guidelines to develop, launch, and evaluate new ideas and services.
3. Create avenues for customers to contribute their ideas and actively engage with staff in improving library services.

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National Radio Astronomy Very Large Array Youth Tour, Summer 2019

Performance Measures

Output:

Develop and implement a new Technology Plan by January 2021.

Output:

Library will develop or improve one or more processes, events, or services each year through innovative thinking and risk-taking.

Outcome:

Based on results from Los Lunas Public Library's annual survey, 80% of the respondents will state that they see the library as a community leader in innovative technology.



COMMUNITY ENGAGEMENT

The library brings people, organizations, and ideas together to build a stronger community.

Goal A. Powerful Partnerships

We build and maintain strong partnerships throughout the community to meet the needs of the residents of Los Lunas and surrounding areas.

Objectives

1. Establish an internal training program that develops staff skills in forming strong partnerships that result in vital community services.
2. Develop partnerships with community-based organizations and government agencies to collaboratively provide new and innovative services.
3. Facilitate collaborative relationships among library staff, the Friends of the Library, and the Library Board in order to clarify the roles of each organization and to work together to fulfill our shared strategic priorities.

Goal B. A Visible Community Asset

The library and its staff are a vital part of our community and are recognized by the public and our local leaders for our service and contributions to our community.

Objectives

1. Develop and implement a comprehensive marketing and community outreach strategy so that the community is fully aware of the range of services and events the library provides.
2. Improve outreach to the underserved regions of the county and improve communication with the residents living in those regions.
3. Become a partner of choice of other mission-aligned organizations throughout the county.

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Library staff, Friends of the Library, and Board members, Summer 2019

Performance Measures

Output:

Develop and implement a marketing and community out-reach strategy by January 2021.

Output:

Through outreach and community engagement, increase the number of library cardholders by 5%.

Outcome:

By January 2023, create a variety of volunteer opportunities that result in volunteers contributing to the success of every goal within the strategic plan.