

Burlingame Public Library Strategic Plan 2017-2019

Vision, Mission, Values, Goals & Strategies

Library-Specific Values

Our behavior, actions, and work are informed and guided by these values.

- Encouraging inclusion and welcoming diversity
- Fostering literacy and life-long learning
- Making information easy and free to access
- Building community
- Delivering excellent customer service by an expert staff
- Nurturing innovation
- Guarding confidentiality and privacy
- Providing an equitable workplace with opportunity for growth
- Preserving intellectual freedom

Vision

Our vision is the impact we aspire to have on our community.

An incubator for sharing information, imagination and innovation

Mission

Our mission is the reason that we exist and for which we are accountable.

Burlingame Public Library. Awaken your curiosity. Spark your creativity. Strengthen your connections.

Goals

Goal A: Provide Engaging, Customized Experiences

Goal B: Build Inclusive Community Connections

Goal C: Foster a wide range of literacy and life skills

Goal D: Listen to our community & share our stories

Goal E: Enable our staff members to thrive, grow and be deeply engaged in realizing our vision and mission.

Goals and Strategies

We will focus on achieving these goals during the next three years, using the identified strategies to do so. We will develop an annual detailed work plan with specific actions to make progress.

Goal A: Provide Engaging, Customized Experiences

Strategies:

- Develop personal services and provide digital tools for making and sharing personalized reading, listening and viewing recommendations.
- Provide increased opportunities to play, learn and create.
- Offer a broader range of assistance and instruction in using digital tools, devices, and resources to individuals.
- Use space flexibly, optimizing and altering it as needs change.

Goal B: Build Inclusive Community Connections

Strategies:

- Ensure that library services are accessible and inclusive.
- Create opportunities for sharing specialized items and the expertise of community members.
- Deepen connections to the community and library for groups not generally library users.
- Develop programs and services that engage multiple generations together.

Goal C: Foster a wide range of literacy and life skills

Strategies:

- Educate and support parents and caregivers in their role in early literacy and school success.
- Provide life skills programs for young people transitioning to adulthood.
- Promote digital and information literacy.
- Teach financial literacy for different phases of life.
- Develop health literacy programs and resources for all ages.

Goal D: Listen to our community & share our stories

Strategies:

- Find new ways to effectively tell our stories that demonstrate the library's impact and value.
- Develop quantitative and qualitative measurement tools for evaluating the outcomes of our programs and services.
- Explore and evaluate effective communication and marketing practices.
- Engage deeply with community members about their needs and aspirations in order to better support those.

Goal E: Enable our staff members to thrive, grow and be deeply engaged in realizing our vision and mission.

Strategies:

- Ensure equity, diversity and inclusion among staff.
- Identify key competencies and provide resources and methods for training and developing all staff members.
- Provide opportunities for all staff to plan and learn together.
- Support staff in actively participating in regional, state, and national professional activities.