

LONG BEACH PUBLIC LIBRARY



www.lbpl.org

VISION

THE LONG BEACH PUBLIC LIBRARY
CONNECTS PEOPLE, INSPIRES
IDEAS, AND TRANSFORMS LIVES!



CONNECTS

LBPL links its patrons to resources, spaces, and partnerships that fuel innovation.



INSPIRES

LBPL promotes continuous learning and freedom to explore interests that enrich the community.



TRANSFORMS

LBPL offers opportunities to enhance skills and personal development of our patrons and community.

SYSTEM GOALS



1

Position the library as a public education institution, in which LBPL is an active partner in learning for a lifetime within the Long Beach community



2

Support youth development by connecting children, parents, and caregivers to tools, resources, and services provided by the library and its partners



3

Serve the diverse needs of the community by collecting feedback and listening to our customers



4

Tell our story to demonstrate the value of the Long Beach Public Library to our community



5

Improve staff communication, support all levels of staff, and focus on developing bright and driven teams

GOAL

1

Position the library as a public education institution, in which LBPL is an active partner in learning for a lifetime within the Long Beach community



BEYOND LIBRARY WALLS

WHAT

Utilize the Mobile Studio to provide classes and workshops for those with limited access to library locations. They will range from development of basic computer skills to STEM classes (Science, Technology, Engineering and Math).

HOW

Add 20 new classes and workshops outside the library in the first year, assess and add new measures for subsequent years.

EXPAND OUR EXPERTISE

WHAT

Strengthen strategic partnerships with other city departments such as Parks, Recreation and Marine, and Health and Human Services to provide superior workshops and resources for residents of all ages.

HOW

Add 10 new workshops focused on health and wellness in the first year, assess and add new measures for subsequent years.

SELF-DIRECTED LEARNING

WHAT

Use our reach in the community to promote and provide equal and open access to free, self-directed learning resources such as online courses, homework help, job search assistance, and career coaching.

HOW

Increase the usage of digital learning resources 10% by 2020.

GOAL 2

Support youth development by connecting children, parents, and caregivers to tools, resources, and services provided by the library and its partners



CHILDREN'S "FIRST" TEACHERS

WHAT

Focus efforts on new and expecting parents, connecting them with early literacy resources and workshops. Utilize partnerships with community organizations such as WIC to reach at-risk populations.

HOW

Increase library engagement from new and expecting parents to 5,000 parents by 2020, a 44% increase, and increase early literacy participation by 10%.

SUPPORT SCHOOL-AGE LEARNING

WHAT

Strengthen relationships with Long Beach Unified School District to provide life skills and educational resources to school-age children, and utilize the library's Family Learning Centers to provide resources for our community's youth.

HOW

Increase library engagement from school-age children to 7,500 by 2020, an 18% increase in current reach, and increase participation in school-age children's programming by 10%.

PROMOTE TEEN DEVELOPMENT

WHAT

Engage teens by promoting targeted library services offered to them, seeking their input, and offering mobile access.

HOW

Increase engagement from teens to 3,000 by 2020, a 42% increase, and increase participation in teen activities by 10%.

GOAL 3

Serve the diverse needs of the community by collecting feedback and listening to our customers



MEASURE CUSTOMER LOYALTY

WHAT

Collect ongoing feedback from our customers using the Net Promoter Score (NPS) methodology, a customer loyalty measure used by many industries.

HOW

Achieve a NPS score of 65 or higher in the first year, and assess goals for subsequent years.

FOSTER COMMUNITY CONVERSATIONS

WHAT

Inspire community engagement by hosting community conversations based on the Harwood Public Innovators Lab model.

HOW

Host 3 community conversations each year at all library locations.

CONNECT CUSTOMERS TO COMMUNITY RESOURCES

WHAT

Enhance personal skills and improve the well-being of customers by linking them to resources available throughout the city in partnership with community organizations.

HOW

Each library location will foster a new community partnership each year that benefits the unique community surrounding the library location.

GOAL

4

Tell our story to demonstrate the value of the Long Beach Public Library to our community



PROMOTE ONLINE PRESENCE

WHAT

Launch an enhanced website to connect the Long Beach community with all library resources, events, and collections.

HOW

Conduct website usability tests to improve user experience.

PLAN LIBRARY ACTIVITIES

WHAT

Inform our Long Beach community of events, promotions, outreach, and customer service efforts.

HOW

Develop a master schedule in first year, assess and update subsequent years. Include awareness-building before events and evaluation afterwards.

TARGET LIBRARY COMMUNICATIONS

WHAT

Use targeted communications and in-library promotions to market services and collections to customers based on their interests.

HOW

Develop a messaging schedule to market library events and services, achieving a library industry open rate of 18% or higher.

SHARE OUR SUCCESS

WHAT

Develop an annual report to demonstrate community impact.

HOW

Publish the report annually and share with stakeholders to provide insights about the library's engagement within the community.

GOAL 5

Improve staff communication, support all levels of staff, and focus on developing bright and driven teams



SHARE INFORMATION WITH STAFF

WHAT

Promote collaboration, information sharing, and transparency.

HOW

Create the infrastructure to support staff communication and information sharing.

EXPAND PARTICIPATION & TRAINING OPPORTUNITIES

WHAT

Create a 12-month meeting plan that encompasses monthly library operations meetings, general staff meetings, and an annual staff development day.

HOW

Present and promote 12-month meeting plan to increase staff participation in meetings and training. All staff will attend a minimum of 6 staff meetings or trainings each year.

INCREASE INVOLVEMENT IN LIBRARY COMMITTEES

WHAT

Create and promote standing and ad-hoc committees to increase staff participation and offer virtual access to committee meetings.

HOW

Achieve a 10% increase in staff participation in library committees.