2017 - 2021
Goals and Objectives

As part of the Buffalo & Erie County Public Library System's (B&ECPL) ongoing efforts to provide quality public service and address the needs of our diverse community, the Library is developing a Strategic Plan to provide vision and direction for long-term planning. This will supplement and support the *B&ECPL's 2017-2021 Five Year Library System Plan of Service* that was approved by the New York State Division of Library Development.

As part of this process, a staff working group comprised of administrators, contract member library directors, library managers and other B&ECPL staff was tasked with developing Goals and Objectives to be integrated into a new Strategic Plan. The working group performed a vigorous and analytic review of library trends, operational data and survey results, along with the current *Five Year Library System Plan of Service*.

The following Goals and Objectives have been reviewed by the Library Director and Administrative Team. They emphasize 5 key target areas: community, resources, growth and learning, innovation and technology, and adaptability. Each goal will help to position the B&ECPL to proactively address emerging challenges and opportunities and ensure long-term viability.

Goal 1: COMMUNITY
Strengthen community through collaborative engagement and neighborhood empowerment.

Connect people, neighborhoods and libraries:
- Expand community and civic engagement to nourish spirit, imagination and culture;
- Establish a coordinated outreach program to ensure B&ECPL participation in the life of the communities and neighborhoods we serve.

Establish B&ECPL libraries as versatile community centers around which neighborhoods can thrive:
- Align priorities with community wants and needs;
- Strengthen community awareness and highlight the value of B&ECPL libraries;
- Extend the reach of the B&ECPL to non-users, the underserved and people with special needs.

Cultivate partnerships to connect community members with information and services:
- Collaborate with community organizations and educational institutions to support the interests and needs of neighborhoods and communities;
- Engage local leaders, elected officials, and stakeholders in support of community growth, development and civic awareness.

Support economic development:
- Cultivate programs, services and collections promoting business growth and entrepreneurship;
- Increase the visibility and use of B&ECPL resources to advance employment opportunities;
- Assist job seekers to develop skills and maximize capabilities;
- Partner with economic development agencies at federal, state and local levels.

Goal 2: RESOURCES
Foster and enhance access to information and ideas.

Develop and provide engaging, inspiring and relevant resources that address evolving community interests and expectations:
- Provide equal access to B&ECPL resources;
- Interact with the community to ensure collection relevance;
- Build and expand traditional, digital, and digitized collections to best meet demand;
- Introduce new sources of ideas, education and entertainment through timely and dynamic collections.

Explore, develop and implement alternative and innovative models of access and delivery:
- Engage with the local community and beyond using digital communication and social media;
- Ensure virtual access by providing a responsive website and catalog;
- Bring B&ECPL resources to where people live, work, and play by using alternative service options.

Goal 3: GROWTH AND LEARNING
Stimulate and inspire learning, growth and transformation.

Strengthen reading readiness and advance educational objectives:
- Provide materials, services and programs designed to help ensure children will enter school ready to learn;
- Provide resources designed to support and strengthen the Common Core Curriculum and Science, Technology, Engineering and Mathematics (STEM) and Science, Technology, Engineering, Arts and Mathematics (STEAM) initiatives;
- Cultivate enthusiasm for reading and discovery.

Maximize opportunities for lifelong learning, personal growth and well being:
- Establish the B&ECPL as a first source for information on daily life, living and learning;
- Re-envision programs and services to ensure a dynamic and enriching experience;
- Create interactive displays and exhibits that showcase the B&ECPL's treasures and the community's rich cultural heritage;
- Champion a culture of books and reading.

Goal 4: INNOVATION AND TECHNOLOGY
Create and promote discovery through innovation and imagination.

Advance and strengthen the B&ECPL's leadership role in the utilization of technology and expansion of digital literacy:
- Adapt to new and changing technology to address community interests and needs;
- Be a catalyst for innovation and idea sharing;
- Maximize opportunities to increase digital proficiency and nurture next generation skills.

Position the B&ECPL as a learning lab for creativity:
- Improve access and exposure to new and innovative technologies;
- Create engaging and interactive spaces to inspire innovation and imagination;
- Offer programs featuring innovative technologies that foster creativity and exploration.

Goal 5: ADAPTABILITY
Adapt and evolve to cultivate a sustainable future.

Maximize visibility to promote the value of B&ECPL's libraries:
- Strengthen advocacy and B&ECPL marketing initiatives;
- Optimize communication using traditional strategies and social media platforms;
- Increase outreach to new audiences and at nontraditional venues.

Ensure fiscal responsibility:
- Practice due diligence;
- Maintain transparency and accountability;
- Explore creative and alternative funding opportunities.

Position B&ECPL libraries as welcoming places:
- Create comfortable and inviting environments;
- Provide gathering spaces that encourage positive community interaction;
- Explore green initiatives to promote environmental sustainability.

Develop an adaptive and responsive culture of service:
- Respond to patron needs and preferences that maximize the user experience;
- Pioneer new services that transform the customer experience.

Adopted February 16, 2017 per Res. 2017-4.