



beloit public library

BELOIT PUBLIC LIBRARY

605 Eclipse Boulevard
Beloit, WI 53511
(608)364-2905
www.beloitlibrary.org

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One of the foremost features of this Strategic Plan is that all staff have contributed to its creation and shaping, just as it will to its ongoing evaluation and ultimate achievements

January 2015

2015 ONE-YEAR STRATEGIC PLAN



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2015 One Year Strategic Plan

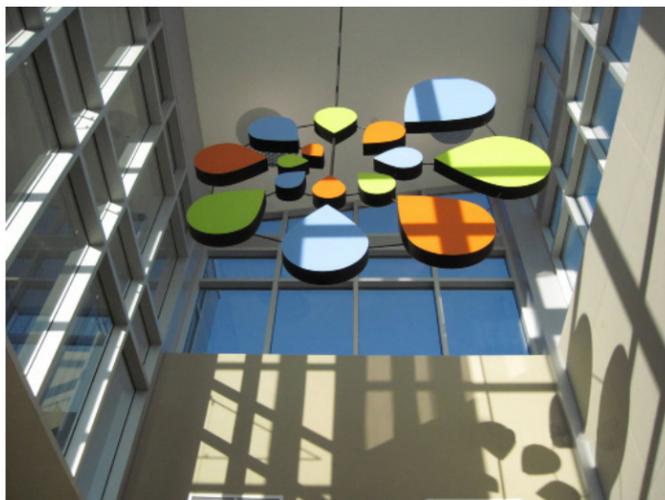


BELOIT PUBLIC LIBRARY VISION STATEMENT

Connecting our community to the world of ideas where learning never ends.

BELOIT PUBLIC LIBRARY MISSION STATEMENT

Improve the quality of life in our community by providing resources and services that stimulate lifelong personal enrichment, enjoyment, reading, and learning.



The Board of Trustees of the Beloit Public Library (BPL) has adopted this One-Year Strategic Plan to guide the library over the next twelve months. It is designed to focus the energies and resources of the library on three key areas, yet provide flexibility for staff to pursue excellence and innovation as they arise. By focusing on the current and emerging needs of the community, the Board of Trustees aims to place the Beloit Public Library among the top libraries in Wisconsin—and the nation.

Focus Areas

The three focus areas are Literacy, Jobs & Careers, and Quality of Life. The Board of Trustees believe that these are the most important to the City of Beloit itself. By focusing on these, BPL will be at the forefront of offering vital educational and economic opportunities as well as providing high-quality facilities of which all residents can be proud. Excellence in all three areas will also broadcast to potential residents and employers that Beloit is a community that takes 21st Century skills and knowledge—and growth through self-improvement—seriously. It says that Beloit is a city of the future.

Actions

Each of these three broad focus areas will be supported by multiple actions: classes, programs, outreach, events, etc. These will take place within the library and without; independently and in partnership with other organizations. Which actions are pursued at any given time will depend on the determination and entrepreneurial vision of the library’s staff. To that end, the strategic plan is purposely constructed to allow the library to be nimble in its operations—in order to achieve its goals.

Some examples of actions in the three focus areas are:

Literacy:

Without the ability to read, it is difficult to learn and even more difficult to graduate. BPL’s literacy efforts include numerous year-round early-literacy classes and the Summer Library Club to prevent “summer slide” between school years. It will be looking to increase its computer-literacy offerings as well as English Language Learner (ELL) programming. BPL will also be looking to STEM outcomes to inform its spaces (e.g., creating a Makerspaces Lab) and classes.

Jobs & Careers:

Limited educational experience and economic turbulence are two barriers for those seeking employment or career advancement. BPL currently provides resume-building classes, job-searching resources and instruction, and proctoring for those enrolled in traditional and online education programs. It will expand its offerings to address eGovernment, social media, and security and privacy issues. Our technological world is growing increasingly complex and Beloit residents are looking for help. They will find it at BPL.

Quality of Life:

The economic health of a city, like that of an individual business, is determined by how attractive it is to customers. BPL will provide high-quality spaces and experiences that evolve to meet the needs of all residents today and tomorrow. In particular, BPL will be exploring ways to provide a greater variety of public meeting spaces for an even broader range of purposes.

Measures

BPL will monitor the success of its actions. Success will be determined by the way each action affects four specific measures: visits; program attendance; public internet use; and circulation. These four have been selected because all public libraries report them annually. Moreover, the library community uses them for national comparative purposes. And BPL aims to be a national leader.