

Nampa Public Library Strategic Plan

January 29, 2007. Revised November 9, 2009.

Strategic Issue #1: The Nampa Public Library will foster a sense of community with space for programming as well as ease of access to collections.

Existing physical limitations discourage visits to the library. The library is part of a deteriorated neighborhood. Parking is limited. Lines at the check-out desk sometimes block access to portions of the library collection. The new library will provide a larger physical space as well as an inviting, engaging, and welcoming design.

1.1 The Nampa Public Library will offer attractive and flexible meeting and gathering spaces.

- A. Increase visits from regular users and attract new customers with additional hours and comfortable places to work and study.
- B. Spaces within the library — meeting rooms, study areas, etc. — are reserved several times each week for public forums, community and/or library-specific programming.
- C. Adequate security (exterior lighting, minimum staffing levels, etc.) provides a safe environment for employees and customers.

1.2 A spacious and inviting entry will welcome people to the library and inspire an enriching, interactive community experience.

- A. Contemporary, interactive displays will reflect community concerns/needs/opportunities and/or focus on community resources with dual purpose of fostering dialogue and drawing customers in to meaningful use of library services.
- B. Customer comments on library's entry will be recorded and analyzed for continuous improvement.

1.3 Stimulating and comfortable areas will enhance the experiences of specific age groups such as children, teens, and seniors.

- A. Establish separate spaces and appropriate furnishings for the comfort and safety of specific age groups.
- B. Work with the mayor regarding a teen representative to the board who can offer input into serving this specific age population.
- C. Survey library use by each of these groups (and their families) in order to analyze current services and identify priority areas for improvement.
- D. Monitor new developments in assistive technology that the library can use to serve residents with vision and other physical challenges.
- E. Connect seniors with technology by providing training that increases their proficiency and keeps them safe on the Internet.

Strategic Issue #2: The Nampa Public Library will serve the community's literacy and education needs.

Dramatic population growth has increased demands for effective, coordinated, widespread literacy efforts, including early childhood, adult, and multilingual programs. Successful Storytime programming is limited

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by space and staffing constraints. We envision a future in which the library offers multi-generational programs, technology classes, and partnerships with schools, organizations, and community literacy efforts.

2.1 The Nampa Public Library will partner with existing community literacy and education efforts while also initiating appropriate programming to meet the community's literacy and education needs.

- A. Work to increase the visibility and enhance the image of the Nampa Public Library as an important partner with local public and private schools to bolster academic achievement and reduce school dropout rates.
- B. Identify opportunities to promote reading among residents of all ages.
- C. C. Sustain and expand (as possible and where needed) currently successful educational programming and activities such as Storytime and the summer reading program.

2.2 Lead the community in creating and maintaining programs such as homework assistance, adult education and enrichment, and in providing home-school resources.

- A. Promote library resources to adults enrolled in degree completion, accreditation, certification, and other continuing education programs.
- B. Identify current resources and how they can be used by families who home-school.
- C. Offer presentations and training to educators and students to help them choose the best information sources.

2.3 Dedicate adequate space, hardware, and software to offer technology instruction and access.

- A. Reduce computer wait-time with long-term goal that no customer will wait more than 10 minutes for access.
- B. Develop classes and presentations in cooperation with community partners to help older adults, immigrants and others improve their skills and capabilities in using electronic resources.
- C. Develop and implement online tutorials in using electronic resources.

Strategic Issue #3: The Nampa Public Library will work to continuously improve staffing, services, and infrastructure in order to meet its mission.

Dramatic population growth has increased demand for parking, library space, programs, materials, and staff. Steady improvement and appropriate expansion will help the library retain its reputation for superior, personalized customer service; innovative projects; and convenient, comfortable space.

3.1 The Nampa Public Library will provide physical and virtual library services that can be accessed both conveniently and safely.

- A. Library facilities will comply with the accessibility guidelines of the Americans with Disabilities Act.
- B. Monitor patterns of usage as well as issues of safety and accessibility with regard to library and city parking in order to improve access to library services.
- C. Develop the library Web site as a user-friendly route to the best available online subscription and Web resources, and as a tool for self-managing library accounts.
- D. Promote the use of the library's online services.

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- E. Establish a replacement or upgrade schedule for computer hardware and software with a designated budget line item.

3.2 The Nampa Public Library has a skilled, knowledgeable, flexible, and diverse team of employees who respond confidently and creatively to the diverse and changing needs of the community.

- A. Develop a recruitment process that results in a diverse, bilingual staff.
- B. Ensure that the library's staffing plan allocates resources in support of the strategic plan with an emphasis on increasing staff as needed to match growth in the community as well as in the utilization of library services.
- C. Budget for staff development, training, and tuition-reimbursement for continuing education in order to enhance retention, promotion, and individual growth.

3.3 The Nampa Public Library utilizes technological tools to facilitate and enhance users' access to information.

- A. All staff will have basic competency in technology-related communications as well as with PC- and Web-based applications.
- B. Monitor emerging technologies and find ways to train the public in the use of valuable online and PC-based tools.
- C. Regularly gather information from users (solicited input, surveys, informal interviews, etc.) in order to improve the library's technological services.

Strategic Issue #4: The Nampa Public Library will serve the unique needs of an increasingly multicultural community.

Growing cultural diversity challenges the library, particularly in the face of fiscal constraints, to identify the role it can play in supporting literacy and to determine the extent to which its resources might best be used to respond to the need for collections, service, and programs that are relevant to individuals in different ethnic populations.

4.1 The Nampa Public Library will expand its collection of resources in languages other than English in order to reflect and serve the specific needs of the community.

- A. Build a wide range of resources for Spanish-speaking customers, including books, audiovisual materials, and youth programming.
- B. Enhance existing services with a focus on the unique needs of immigrants as well as of their children and grandchildren.
- C. Build collections of high-demand popular and informational materials in various languages.

4.2 The Nampa Public Library has a skilled, knowledgeable, flexible, and diverse team of employees who are trained to interact effectively with English language learners.

- A. Increase the availability of bilingual staff and/or volunteers across the library's schedule of open hours and programs.
- B. Provide staff training in serving the needs of English Language Learners.

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4.3 The Nampa Public Library offers a wide variety of outreach activities and programs that reflect and serve the needs of a culturally diverse community.

- A. Facilitate literacy classes, tutoring connections, or other opportunities for English Language Learners to connect through partnerships with other organizations.
- B. Develop classes and/or presentations with community partners to help English Language Learners improve their skills and capabilities in using electronic resources.
- C. Monitor use of library resources by English Language Learners in order to seek out opportunities for increased efficiency and effectiveness.

Strategic Issue #5: The Nampa Public Library will contribute to a vibrant community by promoting Nampa's cultural heritage as well as through contributions to and the fostering of cultural resources.

The Nampa Public Library serves as a cultural hub for the community. Outside of performing arts, there are no defined centers for viewing and/or sharing cultural events and exhibits. The library is unique in its ability to partner with various cultural and artistic organizations to provide access for the community to enriching cultural resources.

5.1 The Nampa Public Library will provide display space for a variety of artwork, crafts, and collections of unique, interesting, or historically significant items.

- A. Increase the number and variety of library art displays.
- B. Leverage public art and artifact displays to bring more people into the library.
- C. Select exhibits that reflect the library's role as an educational and cultural institution.

5.2 The Nampa Public Library will partner with community entities to showcase public cultural events.

- A. Develop, sponsor, and/or support poetry and literature programs for adults, teens, and children.
- B. Connect citizens with local and regional writers and artists.
- C. Provide displays of library materials to support community cultural events and activities.

Strategic Issue #6: The Nampa Public Library will continue to meet the community's growing demand for recreational and popular materials in its efforts to foster a love of reading. Library users have identified browsing for popular materials as a key reason for coming to the library. In recent years, audiovisual materials such as movies and music have accounted for more than 30 percent of all checkouts. Attendance at storytime and summer reading programs has also experienced consistent growth in recent history.

6.1 The Nampa Public Library will work to maintain and improve a variety of library programs that highlight library resources and inspire a lifelong love of reading.

- A. When needed, and as resources allow, the library will design new programs to meet the entertainment and information needs of the community.

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- B. Evaluate programs in order to measure their impact and identify opportunities for improvement.
- 6.2 The Nampa Public Library will foster programs and resources that entice residents to investigate the library as the cultural hub of Nampa.
- A. Communicate the library's function as the heartbeat of the community.
 - B. Provide opportunities for residents of all cultural backgrounds and generations to connect with books, movies, music and other items in the collection.
 - C. Monitor frequency and quality of media coverage, requests for services and resources, the number of library cards, and other factors that demonstrate whether the library is increasing its effectiveness in providing popular recreational and educational materials to its users.
- 6.3 The Nampa Public Library offers an ever-expanding array of free resources with a focus on helping customers to find popular materials in all genres and formats when and where they seek them.
- A. Consistently give budgeting priority to building the library collection to meet and exceed basic local and regional acquisition standards while demonstrating to opinion leaders that the availability of books and other information resources contributes mightily to Nampa's quality of life.
 - B. Market library collections to children, adults, and families; and expand the accessibility of materials.
 - C. Continue to develop a rich array of online resources and training for customers in the efficient use of those resources.
 - D. Utilize all available modern cooperative library resources including the Lynx Consortium and Interlibrary Loan.
 - E. Design vibrant displays of popular materials, highlighting resources available in a variety of formats and for every age level.
- 6.4 The Nampa Public Library sustains excellence in public service by focusing on the customer's need for knowledgeable and friendly staff to guide them to the resources and services they want and need.
- A. Respond quickly and cheerfully to all customers, reprioritizing work if necessary in order to respond to customer needs.
 - B. Surprise customers by anticipating needs and special requests.
 - C. Build employee trust by sharing information about library operations and seeking input whenever appropriate.
 - D. Regularly recognize staff who provide exemplary customer service.