

Strategic Plan

2023-2028





Introduction

With its comfortable atmosphere, vast collections, and engaging programs, the Nampa Public Library is committed to being a valuable resource for all its patrons. The Library's 2023-2028 Strategic Plan is a realistic but ambitious blueprint that will guide its efforts to improve the quality of life for the citizens of Nampa. The Library's Board of Trustees and Administration will use the plan to make sound policy and strategic decisions that will benefit the community.

Given the rapid changes in new technologies and community demographics, the Nampa Public Library is committed to fostering inclusion, outreach, and engagement. In order to achieve this, we have taken a comprehensive approach to developing our Strategic Plan. This involved reviewing industry trends and best practices, assessing community needs and library facilities, and gathering feedback from stakeholders, while aligning with the City of Nampa's Strategic Initiatives.

The Strategic Plan's findings and action items reaffirm the Library's commitment to public service and providing the community with the outstanding services they deserve from their local library.

Our team looks forward to serving as a partner to our community as we navigate the future and all its possibilities together.

Sincerely,
Claire Connley
Nampa Library Director



VISION *(What we hope to achieve for the future of the Library)*

We bring inspiration, engagement, and connection to our community.

MISSION *(What we do & why we exist)*

We are a cornerstone of the community, providing diverse gathering spaces, opportunities to learn, access to vital resources, and programs for the enrichment of all.

VALUES *(What we believe in)*



KINDNESS & COMPASSION

We love our community and the role the Library plays in serving it. We expect that Library staff will treat patrons and each other with kindness and compassion, while fostering teamwork and collaboration.



RESPECT & INTEGRITY

We value upholding the highest standards of integrity and place a high premium on honesty and responsibility.



FREEDOM OF INFORMATION

We provide free and open access to information and all other resources.



INCLUSION

We welcome all people; all backgrounds, all perspectives. We believe the library is for everyone.



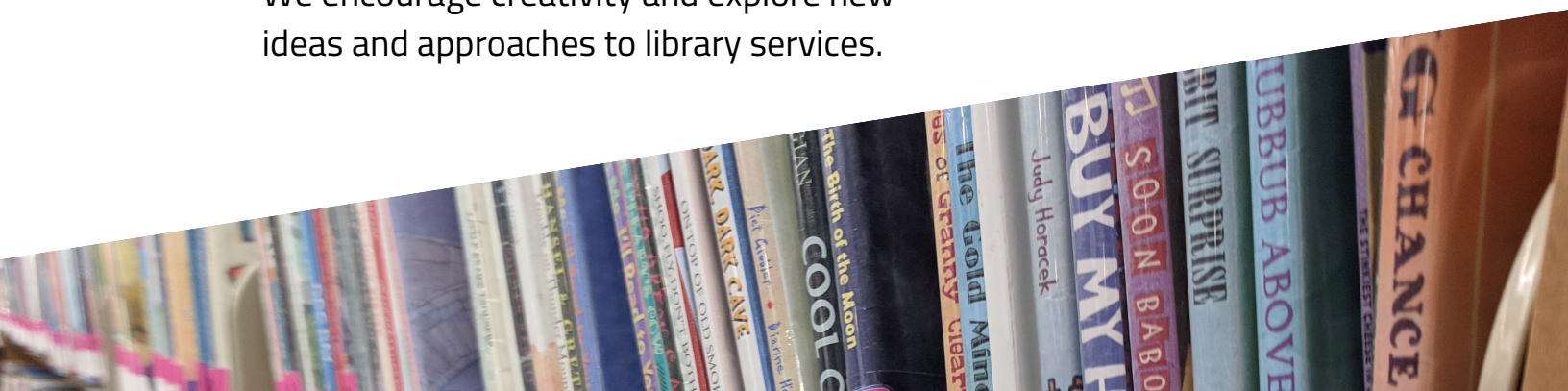
ACCOUNTABILITY

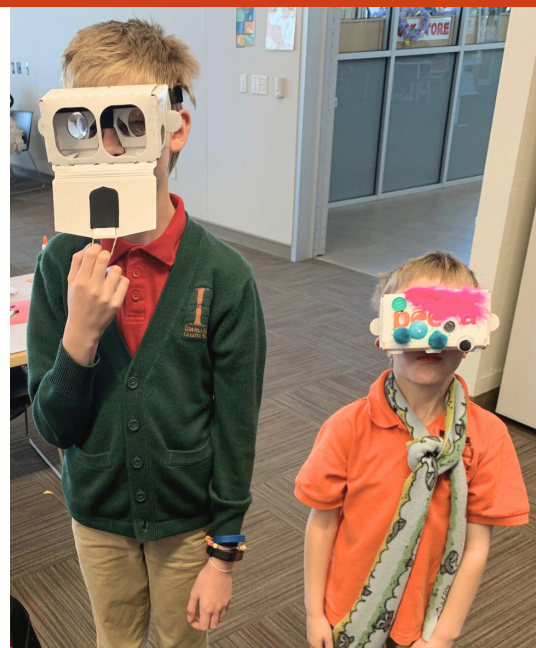
We take responsibility for our resources, actions, services, materials, and facility. We are responsible stewards of public funds.



INNOVATION

We encourage creativity and explore new ideas and approaches to library services.





STRATEGIC PLAN

The Strategic Plan for the Nampa Public Library revolves around four primary objectives.

1

Enhance User Experience

Ensure a welcoming, comfortable, and accessible library experience for all patrons and staff.



2

Elevate Library Resources

Keep the library collection up-to-date and relevant to the community by regularly assessing community needs and interests, and identifying and weeding out outdated materials.



3

Strengthen Community Engagement

Create ways to engage Nampa residents to learn what more the library can do to facilitate community conversations and awareness of library resources.



4

Broaden Technology

Provide current and future technology to inspire, educate, and build digital literacy skills.



1 Enhance User Experience

Ensure a welcoming, comfortable, and accessible library experience for all patrons and staff.

AREAS OF FOCUS

LIBRARY HOURS

Explore extending open hours to better serve patrons with conflicting schedules.

- Consider how to reallocate existing open hours to better serve patrons.
- Explore the possibility of extending hours, including Sunday hours.

SERVICE DESKS

Improve patron experience at the library by reassessing the layout, services offered, and staffing levels at all service desks.

- Reassess the Welcome Center by adding technology and virtual assistance.
 - Train staff on potential Welcome Center technology.
- Evaluate the layout and services offered at all service desks.
- Examine staffing levels at all service desks.
- Regularly review the Holds Pick-up Window hours and best practices.

PHYSICAL LIBRARY SPACES

Continually evaluate spaces for changing community needs and make improvements to wayfinding, collection space, signage, and safety.

- Improve wayfinding in the library by evaluating and improving directional and informational signage.
- Assess collections on a regular basis to identify areas of growth.
- Formulate a strategy to manage collection growth and ensure adequate space.
- Reimagine the non-fiction section of the library to improve its organization, signage, and identity.
- Make more distinct areas within the library, including investigating separation of the teen fiction collection area from adult fiction collection area.
- Reimage the tween area.
- Explore the possibility of partnering with city departments to offer hold item pick-up services at additional locations throughout the city.
- Investigate the possibility of adding security personnel and expanding security cameras throughout the library to improve safety.

2 Elevate Library Resources

Keep the library collection up-to-date and relevant to the community by regularly assessing community needs and interests, and identifying and weeding out outdated materials.

AREAS OF FOCUS

LIBRARY STAFF

Improve staff engagement, retention, and morale in a library.

- Regularly evaluate staff training and onboarding.
- Provide staff with training, mentorship, and support to help them develop and deliver exceptional customer service, including being intentional about building positive relationships with patrons.
- Expand full-time job opportunities and advocate for benefits for part-time staff.
- Provide staff members with the resources and support they need to learn new library skills and advance their careers within the library.
- Promote collaboration and teamwork between departments.
- Support and empower staff-led initiatives to improve morale and engagement.
- Keep staff informed about trends and developments in the library field and facilitate communication between staff members.

PHYSICAL COLLECTIONS

- Evaluate community needs and interests to inform collection development decisions.
- Develop a plan to manage collections with declining usage or obsolete formats.

E-RESOURCES

- Expand access to electronic resources that are relevant to the community's interests.
- Increase awareness of the library's eResources and digital collections through a variety of marketing and outreach activities.
- Preserve the library's historical digital collection for future generations and make it easily accessible to the public.

MARKETING

- Develop and implement a comprehensive marketing plan that includes the creation and distribution of timely promotional materials.
- Ensure that adequate signage is in place when changing or moving collections.

WEBSITE

- Establish a committee to develop a new library website experience.
- Ensure website functionality by prioritizing ongoing maintenance.

3 Strengthen Community Engagement

Create ways to engage Nampa residents to learn what more the library can do to facilitate community conversations and awareness of library resources.

AREAS OF FOCUS

COMMUNITY PARTNERSHIPS

- Assess current library practices involving community groups and vendors to identify opportunities, expand relationships, and improve methods of communication.
- Develop library programs and events in collaboration with community groups to meet the needs of the community and aid economic development.

OUTDOOR SIGNAGE

- Improve the visibility and accessibility of the library by installing larger, more eye-catching signage at the main entrances and working to determine the best style and placement of signage throughout the building.
- Work with the City and Downtown Association to include the Library in street signage.

OUTREACH OPPORTUNITIES

- Identify and assess existing and potential partnerships to determine which events align with library goals and staffing capacity.
- Collaborate with partners to arrange mutually beneficial events.

LIBRARY EXPANSION

- Identify user groups and demographics, and annually map existing cardholder address locations to understand the needs of the community and track the library's progress in reaching all segments.
- Work with the city to identify and evaluate existing properties that could be used for future library branches.
- Explore the feasibility of an additional library vehicle to provide homebound and other outreach services, investigate funding options, and explore opportunities with the city for reallocated vehicles.

BOOKMOBILE

- Assess staffing and service area needs, and explore climate control and trailer options.
- Create opportunities for staff and patrons to engage with the bookmobile, including interactive technology.

4 Broaden Technology

Provide current and future technology to inspire, educate, and build digital literacy skills.

AREAS OF FOCUS

FUNDING SOURCES

Research funding sources to increase the library's technological footprint.

- Secure funding for library technology through grants and creative partnerships.

NEW TECHNOLOGY

- Incorporate AI thoughtfully and intentionally into library services and operations.

PROGRAMMING

Increase technological programming to cultivate and encourage exploration.

- Research successful programs and implement them as appropriate.
- Collaborate with community partners to achieve shared goals and expand reach.
- Regularly showcase library technology through programming.

ACCESSIBILITY AND CIRCULATION

- Enhance technology accessibility and expand the circulation of technology equipment.
- Research best practices for securing and displaying technology.

LIBRARY SERVICE TRENDS

- Investigate emerging library service trends, such as 24/7 access to services through locker pickup systems.

USER-CENTERED TRAINING

- Provide staff with opportunities to learn about and experiment with new technologies.
- Talk about library technology with the public to raise awareness of what the library has to offer.
- Create and implement a library technology training program for staff that covers both the basics and more advanced topics, as well as how to help patrons with their technology needs.



To learn more about the Nampa Public Library,
please visit our website at nampalibrary.org.

