

Brookings Public Library Strategic Plan 2025 – 2028

Mission Statement:

The mission of the Brookings Public Library is to inspire curiosity and discovery, advance knowledge, and strengthen the Brookings community through diverse and inclusive collections, services, and programs.

Vision Statement:

The Brookings Library will be an inclusive, diverse, and engaging center of our community where all are welcome to learn, discover, create, and connect.

Collections:

Goal 1: Inspire Curiosity and Discovery

- A. Evaluate and maintain existing collections to best meet the community's needs
 - *How did you evaluate and maintain your collection? Weeding? Purchases?*
- B. Assess new collections for need, want, and feasibility, as appropriate
 - *Did you look at any new collections to add? What was the outcome?*
- C. Improve visibility of special collections
 - *What displays did you do?*
 - *How did you market your collection?*
- D. Tie collections into programming
 - *Did you work any collections into programs/ tie the collection to a program outcome?*

Goal 2: Foster Inclusivity and Diversity

- A. Purchase titles by diverse authors and including diverse characters to ensure representation in the collection
 - *Did you purchase titles from diverse authors?*
 - *Did you purchase titles that include diverse characters?*
 - *Diversity audit?*
- B. Feature inclusive and diverse titles through posters, displays, and reading lists
 - *Did you do any displays/marketing: i.e.- Black History Month, Pride, etc?*

Goal 3: Advance Public knowledge

- A. Curate timely and compelling materials to facilitate public knowledge
 - *Did you evaluate non-fiction collection for relevance?*
 - *Did you evaluate fiction collection for relevance?*
- B. Highlight timely and compelling materials through posters, displays, and reading lists
 - *What posters, reading lists, and/or displays were created?*

Services:

Goal 1: Engage and Strengthen Community

- A. Evaluate existing services for relevance, efficiency, and sustainability
 - *Did you offer surveys on any services (including programs)?*
 - *Did you discontinue a program/service, if so why? What was the criteria for ending the program/service?*
 - *Did you start a new program or service, why? What was the criteria for starting the new program/service?*

Goal 2: Encourage Space and Place, in-person and virtually

- A. Improve the functionality, aesthetic, comfort, and appeal of the Library through equipment, furniture, and facility improvements
 - *What changes were made to the space or place?*
- B. Ensure accessibility, both in the Library and through e-resources
 - *What accessibility considerations were made?*
- C. Increase promotion of Outreach Services
 - *In what ways were Outreach Services promoted?*
- D. Assess existing and new e-resources for suitability, as appropriate
 - *Did you research any new e-resources?*
 - *Did you discontinue any existing e-resources?*

Goal 3: Provide Responsive Services for the Community

- A. Evaluate key library operation technology points, as appropriate
 - *Did you research any new technology points?*
 - *Did you discontinue any existing technology points?*
- B. Assess new services and adapt according to community needs
 - *Were any new services evaluated?*

Programming:

Goal 1: Inspire curiosity and discovery through inclusive and diverse programming

- A. Offer compelling and exceptional programming for all ages
 - *Share program highlights*

- B. Partner with area organizations to highlight diversity and inclusion within the community
 - *How many and what organizations did you partner with?*
- C. Assess programming spaces for engagement opportunities and improvements
 - *Were any changes made to programming spaces?*

Goal 2: Engage and strengthen community

- A. Offer programming with varied goals that include, but aren't limited to, education, recreation, and socialization outcomes.
 - *Share program highlights.*

Marketing and Community Outreach

Goal 1: Engage and strengthen community

- A. Increase opportunities to educate community about Library offerings
 - *Were any new marketing opportunities employed?*
- B. Participate in community events that align with the Library's mission and vision
 - *What community events did you attend?*
- C. Ensure robust communications through social media, website, and newsletter.
 - *What communication methods were used?*
 - *Were there any new methods used?*

Goal 2: Foster inclusivity and diversity

- A. Seek out and foster partnerships with community and campus organizations, with an emphasis on those that build upon inclusivity and diversity
 - *How many and what organizations did you partner with?*
 - *How many had a DEI focus?*

Goal 3: Seek out new promotional opportunities

- A. Encourage staff networking to establish and reinforce connections and promotional opportunities
 - *Did you attend any networking events? Lunches, coffees, Community Open houses?*

Staff Continuing Education and Achievements

Goal 1: Develop staff expertise in relevant area(s)

- A. Attend local, regional, or national conferences, trainings, and webinars

- *What conferences, trainings, or webinars did you attend?*
- B. Serve on executive boards and committees of professional associations at state level
 - *What boards or committees did you serve on?*

Goal 2: Challenge selves through professional curiosity

- A. Develop individual goals for each fulltime staff member as part of annual evaluation process
 - *How many staff evaluations includes goal planning?*