

# Jemez Springs Public Library

## Strategic Plan

**July 1, 2020 – June 30, 2023**

**Plan dated: April 27, 2020**

**Note:** This plan is being created during unprecedented times in the US with the COVID-19 epidemic causing social distancing and tragic loss. While it is challenging to contemplate a long-term plan during this time, the vision stated herein will provide necessary direction. How and when we accomplish goals may change with circumstances.  
Janet Phillips, Library Director.

### **Mission Statement**

Jemez Springs Public Library provides general information, recreational reading, library programs and current information technology in an array of formats to all residents of the Jemez Valley communities and visitors. The library provides resources for those seeking formal education/research, job/career training, business/entrepreneur resources, social services, local history/genealogy research, and community connections.

### **Vision Statement**

The library will remain an integral part of the community by:

- Reaching out to all community members with a focus on the underserved
- Being responsive to unmet needs via solutions which are developed with community involvement and resources

### **Goals**

#### **1. Goal – Reaching out to all community members with a focus on the underserved**

Develop a better understanding of, and interaction with, the community by:

- Identifying the underserved members of the community
- Understanding the aspirations & challenges of individuals & groups
- Understanding the skills and experiences of individuals & groups
- Increasing community awareness of library services
- Encouraging individual & group participation in the use and creation of library services

**Objectives:**

- Hold a workshop(s) with staff and Library Board members to decide on a format for community conversations. (2020)

**Activities:**

- Gather appropriate training tools such as concepts presented by ALA “Libraries Transforming Communities” and other “turning outward” training
  - Work together to develop a community conversation outline suited to local use
  - Decide how to share library resources without diverting the conversations – perhaps this will be a separate effort
- Invite community conversations throughout the Jemez Valley (2021-2023).

**Activities:**

- Brainstorm a list of community groups and entities to meet with; focus on the underserved
- Decide who will invite conversations with each group.
- Schedule and hold conversations
- Immediate follow-up as outlined in Goal #2

**2. Goal** – Being responsive to unmet needs via solutions which are developed with community involvement and resources

**Objectives:**

- Follow up with community conversations participants

**Activities:**

- Follow up with each group immediately after the meeting: Identify what was learned from each group and how we will use it
- Encourage continued conversations and provide library resources to support efforts to affect change.

**Activities:**

- Provide meeting space or tools for online meetings/conversations
- Encourage/enable community leaders to connect around identified community issues

- Provide programming, materials, and communications to support efforts
- Recognize individual skills and experiences and encourage connections to benefit the community and the individual
- Modify library services in order to continue serving current patrons and better serve & welcome underserved patrons
- Provide improved access to local resources

**Activities:**

- Collect and organize social service and other local resources and provide links on the library website
- Encourage residents and service providers to use NextDoor to connect

**Review & Assessment**

Goal 1:

2020 - List the date of the workshop(s) held with staff and Library Board members

2021-2023 (Annually) List dates of community conversations including names of meeting location/group or participants, name of conversation host, name of note-taker

Goal 2:

Annually (2020-2023)

List the number of new patrons by region as delineated in LSP database.

List the number of times the website resources were accessed.

List the number of members and local businesses on NextDoor.

Annually (2021-2023):

List dates and group names for initial contact after conversations.

List at least five programs, meetings, or modified services which occurred during the year as a result of community conversations.