

# Strategic Plan

## Valley City Barnes County Public Library

Approved December 2019

Approved 1 year extension October 2023

### **Mission**

Through the collection and dissemination of information, the Valley City Barnes County Library will preserve the past, embrace the present, and build the future

### *Goal 1: Improve Operations*

#### Objectives:

1. Reorganization of the library organizational structure and board of directors
  - a. policies, bylaws, procedures, board training
2. Increase transparency and communication between funding agencies, collaborative organizations and the VCBC Library
3. Execute all ND State Library standards to become a “future focused” library
4. Systematic approach to staff retention and training

### *Goal 2: Attain Greater Public Awareness Through Marketing and Outreach*

#### Objectives:

1. Create branches
2. Create and implement a marketing plan
  - a. Update website
  - b. Social media strategy
3. Update mission and vision statement and create a branding strategy
4. Update the Library programming to maximize public involvement

### *Goal 3: Make the Library Building an Inviting Place with a Welcoming Atmosphere*

#### Objectives:

1. Fix the roof leaking issues
2. Systematic approach to maintenance and updating the facilities
  - a. Create a replacement plan for shelving
  - b. Better more comfortable furniture
  - c. Create areas for quiet reading
3. Expansion of places for programming
  - a. Classroom space
  - b. Collaborative opportunities outside Library building

## Appendix A: Board member comments

1. I requested to become a Board member because I truly believe that a Library is vital to any community, especially a small one like ours and I wanted to do my part to keep it going. My biggest concern is that I know there are people who do not feel that way and with modern technology a Library could be thought of as superfluous. I would love to see even more public outreach. I think the things we do are great and we should keep it up. I am happy that we are spending money fixing up our library and I am glad that we do so many things for kids. They are our future. As far as ideas are concerned, I would love to see more non fiction authors give talks on their books on topic of history, politics, science, nature with discussion to follow. I know it is hard to get speakers but that would be good to have. A cross between What in the World and C Span 2. Do we also host book club readings or even cooking classes?
2. I wanted to be a board member because I wanted to support the library in a very direct way. I had some ideas and I wanted to be able to implement them. Since being on the board I have seen what I feel is needed to move th library forward.  
So my goals are:
  - a) Finish the reorganization of the organizational structures. This includes making sure that bylaws, policies and procedures are in place. Create MOU with City, County and other organization when possible so if the board changes or the director changes there are guidelines and a vision to support the transition. This item also includes transparency
  - b) Start collaboration with small town libraries so we serve the whole of Barnes County not just Valley City. This is the branches we started
  - c) Have a systematic approach to replacing shelving and furniture. Maintenance needs to be part of the budget
  - d) Marketing. How do we increase the use of the library how do we get more people to participate in programming?