

# BLUE RIDGE REGIONAL LIBRARY LONG-RANGE PLAN 2023 - 2028

## MISSION

The mission of the Blue Ridge Regional Library is to provide free, friendly service and access to timely materials that educate, enrich, engage, and entertain the entire community.

The library encourages educational objectives for all ages by providing services and materials in support of learning.

The library encourages children to develop an interest in reading and learning by providing materials and services to pre-school and school-age children.

The library provides timely, accurate, and useful information for community members in their pursuit of job-related and personal interests. The library participates in an interlibrary loan service to meet needs for information not available locally.

## GOALS

The library trustees have chosen the following goals for 2023 - 2028.

- Continue to support Lifelong Learning
- Continue to promote preschool and family literacy
- Work with the BRRL Foundation to raise funds to improve library physical facilities and projects, including the Bassett Expansion
- Promote the value, programs, services and funding of the library through advocacy and marketing
- Increase outreach and programming for ethnic groups and underserved communities through the library branches and bookmobile
- Increase outreach and programming for teens and young adults
- Increase partnerships with local civic groups and organizations
- Encourage diversity in staff hiring
- Continue to upgrade the computer and electronic services
- Continue to upgrade and improve this Five Year Plan

In support of these goals, the Board of Trustees has established the following objectives and activities.

**Objective:** **To support lifelong learning, empowering individuals of all ages and ethnicities in their pursuit of personal enrichment, and education.** **Director**

**Activity:** Staff will continue to conduct training in library resources as needed.

**Activity:** The library will continue to offer computer instruction classes at all branches.

- Activity: The library will enhance ways to enable the public to communicate with library staff and access services via the library's Web page.
- Activity: Branches will develop regularly scheduled exhibits.
- Activity: The library will update ways to offer digital offerings such as music, plus continue our e-book and e-audio books program.
- Activity: The library will continue to assist adults with job and government applications, resume help, and raise awareness of this service.
- Activity: The library will create a sense of community for all patrons with programs for seniors, adults with disabilities, and patrons with language barriers.
- Activity: The library will develop a plan to reach out to the Hispanic community, other ethnic groups, and offer multi-cultural programs.
- Activity: The library will offer free programs that inform our patrons on health and wellness issues.
- Activity: The library will work together as a system to promote and present programming to meet patron and community needs system-wide and in each branch's service area. This includes considering programs suggested by 2023 survey respondents.
- Activity: The library will investigate opportunities to provide adult literacy skills and training.

**Objective: To advocate for the value and financial support of the library.  
Director, Trustees, Foundation, Friends of the Library**

- Activity: The Trustees, Foundation and Steering Committee will continue to implement a Capital Campaign to expand and renovate the Bassett Branch.
- Activity: The Director and Board of Trustees will increase contacts and develop relationships with our local and state government representatives to increase their understanding of the value of our library system, its services and programs.
- Activity: The Director, Board of Trustees and Foundation will work with government organizations, foundations and other funding sources to provide increased sustainable annual funding, including staff compensation, BRRL Foundation and legacy and special project funding.
- Activity: The Library, Trustees and Foundation will promote the ways to give to the library, foundation and projects.

**Objective: To advocate for the library through public awareness and marketing.  
Trustees, Director**

- Activity: Develop a public engagement strategy that will give the entire community opportunities to learn more about library services and programs, including current non-users.
- Activity: Library events and activities will be listed on appropriate websites, including program photos.

- Activity: The library will continue present and seek further opportunities for media presence and investigate new social media sites to reach and involve teens and young adults, such as Instagram.
- Activity: The library will continue to attend festivals and have open house events.
- Activity: The library will support the Speaker's Bureau to continue to reach out to organizations to inform them of our services and invite their support.
- Activity: Informational materials will be distributed to appropriate venues such as county courthouses, motels, businesses, chambers of commerce, schools, and tourism/economic development centers.
- Activity: The library will encourage patrons to join the Friends of the Library.
- Activity: The library will continue to ask our three jurisdictions to recognize and support National Library Week.

**Objective: To continue to maintain and improve the libraries' physical facilities. Trustees, Director**

- Activity: To evaluate the maintenance requirements and desired capital improvements for each library and prioritize them, especially restrooms, carpet, and furniture. Research grants and other sources to fund them as soon as possible.
- Activity: To expand and renovate the Bassett Branch.
- Activity: Update and improve accessibility for those with handicapping conditions.
- Activity: To assess every facility for security upgrades.

**Objective: To increase partnerships with local organizations and institutions in providing services and programs that educate, inform, entertain or help people. Director, Trustees**

- Activity: The library will partner with other organizations for events, programs, and services, and develop new mutually beneficial partnerships.
- Activity: The library will continue to partner with these organizations: the Boys and Girls Club of the Blue Ridge, VMNH, Patrick Master Gardners, Infinity Acres, Piedmont Arts Association, and West Piedmont Planning District Commission.
- Activity: The library will help initiate and promote services and book clubs for teens and young adults.
- Activity: The library will continue to partner with day care centers and other organizations to promote pre-school literacy and the Family Place Library programs. (This item combined two activities.)
- Activity: The library will reach out to the school systems to promote online databases and other library programs and resources.

Activity: The library will provide information on where patrons who need public assistance with established organizations and programs that will be able to help them with their needs; maintain a current annual United Way Non-Profit Resources Guide at every branch.

**Objective: To educate and train staff and the library board to provide the best possible service** **Director**

Activity: Director and staff will search for training opportunities provided by outside sources and encourage staff to take advantage of them.

Activity: The library will seek to provide funding to enable staff members to obtain schooling and training which will enhance their abilities to provide first-class service to patrons.

Activity: The library will provide a yearly staff training day.

Activity: The library will continue to train staff on reader's advisory (RA), customer service and computer skills.

Activity: The library will train the Board of Trustees through online classes, presentations, board retreats, and with the help of the Library of Virginia to promote the use of and funding of the library system.

Activity: Library Trustees will annually seek continuing education and networking opportunities, focusing on advocacy for increased financial support in the immediate area and beyond.

**Objective: To improve staffing of the library.** **Director**

Activity: To seek funding for adequate staffing to meet library and community needs.

Activity: To continue to encourage diversity in staff hiring.

Activity: To add a system-wide floater staff position, to fill vacancies created by a leave of absence, vacation, or vacant positions being recruited.

**Objective: To provide remote access to library resources and services and to maintain a strong web presence for the library.** **Director, Technology Staff**

Activity: The library web and Facebook page will continue to reflect current and timely library events.

Activity: The library website will be regularly evaluated and updated to reflect current technologies.

Activity: The library website will provide remote access to library resources and services.

Activity: Library IT staff will continue to update the Technology Plan as needed.

**Objective:** **Continue to upgrade and improve the five-year plan and library policies.** **Trustees, Director**

Activity: The library will do an annual review or study to continue to upgrade and improve the five-year plan utilizing input from the community, the staff and the board.

Activity: The library will conduct the next community assessment survey in 2028.

Activity: The library will conduct evaluations at the end of programs such as story times, computer classes, special presentations and others to see what our patrons like, dislike, or would like to see in the future.

Activity: The library will conduct a comprehensive review of BRRL Policy manual. Find redundancies in policies and simplify the manual. Determine best practices for sharing relevant policies with library users.

Activity: The Director will update the Director's job description and with staff input, update staff job descriptions. (Last done in 2006)

Activity: The BRRL will to plan a strong strategy to increase the salaries of its employees to appropriate ranges.

**Objective:** **To enhance the role of the bookmobile.** **Director**

Activity: The bookmobile will continue to work with all the elementary schools and Trinity Christian School in Patrick County.

Activity: The library will investigate ways to have local businesses promote the bookmobile schedule in their areas.

Activity: To investigate the feasibility of adding/funding a bookmobile for the eastern end of Henry County, which has no library nearby.

**Approved by Governing Board June 22, 2023**