

Library Plan 2007 – 2010: Goals, Objectives & Measurements

**The mission of the San Bernardino Public Library
is to provide free access to the world of ideas, information,
and creative experience for all citizens of San Bernardino**

Goal One: Together with the Mayor and City Council, the library will be assured stable and adequate funding to fully meet the needs of the community

Objective One: Acquire baseline funding to increase library services that meet the objectives of the other goals

Measurement: Increase baseline funding by cost of living plus 2%

Objective Two: Meet the needs of our growing population

Measurement: Maintain and upgrade existing facilities and/or construct new branches in underserved areas

Measurement: Provide funding to acquire materials and staffing equal to cities of comparable size

Measurement: Provide wireless access in all the libraries

Measurement: Decrease wait times for computer workstations and extend time for usage of each terminal

Objective Three: Work with the mayor and city council to place a bond or tax measure on the local ballot

Measurement: Place tax measure on ballot

Goal Two: Increase public awareness of the library's value and relevance

Objective One: Form new collaborations with the community

Measurement: Build productive relationships with six new neighborhood associations, community based and other organizations

Objective Two: Increase community awareness of the services and materials available in the California Room

Measurement: Track California Room hits on web site

Measurement: Make presentations to community organizations to disseminate information about and to encourage the use of the California Room

Measurement: Conduct a survey of visitors to the California Room

Measurement: Hire California Room professional staff

Objective Three: Expand services to non-library facilities

Measurement: Provide service in specific areas such as the northwest part of the city and Operation Phoenix. Identify and establish service at no fewer than two sites

Measurement: Establish a baseline for the delivery of books and materials by library staff/ volunteers to shut-ins and provide a semi-annual report

Objective Four: Publicize library events and activities

Measurement: Create a publicly accessible calendar of events

Measurement: Revise/update the Library Information Brochure and other publications

Measurement: Make one formal presentation annually to the City Council

Measurement: Develop and deliver at least one televised presentation highlighting the library and its new services

Measurement: Publicize library services in several forums: radio PSAs, community organizations, automated telephone messages, television, etc.

Measurement: Produce a short DVD that promotes library services and solicits donations to the library and also recruits library volunteers

Objective Five: Promote reading and learning in the community

Measurement: Plan and involve the community in at least one “One Book, One City” program per year

Measurement: Publish in local newspapers at least 6 book reviews written by the library director

Measurement: Participate in at least two library card promotions per year

Measurement: Expand the Literacy Program to one other site and expand the number of classes at Feldheim

Goal Three: Maximize collaboration and connections with schools and community organizations

Objective One: Initiate meetings with appropriate staff at SBCUSD, CSUSB, SBVC, and other public and private agencies for the purpose of developing collaborative programs

Measurement: Establish at least two such collaborative efforts annually beginning with the SBCUSD, and the library staff will give the Board a report on the activity (or activities) or program(s) planned

Goal Four: Expand library services to the entire community

Objective One: Create new children’s programs or services that are most effective in building an interest in reading

Measurement: Present a report to the Board annually

Objective Two: Create new teen program or programs that are most effective in building an interest in reading

Measurement: Present a report to the Board annually

Measurement: Increase the number of homework assistance tutor hours

Measurement: Expand hours of Homework Assistance Center at Villaseñor

Objective Three: Create new adult programs or services that are most effective for patrons’ needs

Measurement: Present a report to the Board annually and make recommendations for changes