



# **STRATEGIC PLAN**

**2017-2020**

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## **Socorro Public Library: Strategic Plan July 1, 2017 – June 30, 2020**

### **EXECUTIVE SUMMARY**

Every three years, the library undertakes a thorough strategic planning process in order to reexamine its vision, mission, and strategic goals. The entire staff representing all areas of the library participate in this endeavor. The 2017-2020 plan, will build upon the recent progress stemming from the last strategic plan. Most notably, a major building retrofit was implemented in March 2016, completely transforming three major areas of the library.

For any library to thrive, it is important that the organization clearly identifies and adheres to its foundational beliefs.

### **HISTORY**

The Socorro Public Library has grown and changed with the community since the beginning of 1924. The oldest portion of the library, now serving as the circulation room, was built around 1913. Over the years, rooms have been added to house the growing collection of books.

In 1932, a group known as the Woman's Auxiliary to the AIME (American Institute of Mining and Metallurgical Engineers), purchased our building from the Baptist Church. The group founded the Socorro Public Library in 1924, but this was the first permanent home for the collection.

### **VISION**

Since the foundation of the Socorro Public Library, our vision has been to create a sustainable hub of resources for the community. Our vision is to continue providing access and equity to resources, cultivating learning and literacy, and engaging the entire community.

### **MISSION**

The mission of the Socorro Public Library is to meet the evolving educational, cultural, and recreational needs of local residents by providing modern library resources and services. The library strives to acquire materials, plan programs, and provide services that reflect an understanding and consideration of the community served, with concern given for all ages, backgrounds, interests, abilities, and levels of education.



## **PLANNING PROCESS AND FINDINGS**

The purpose of the community needs assessment is to ensure that the future direction of the Socorro Public Library is consistent with the needs of the community.

The assessment is based on demographic data for Socorro County, library usage and funding data, surveys of county/city residents and library staff, meetings with staff members and library board members, focus groups, and interviews with local community leaders. The demographic data for Socorro County demonstrates the diversity of library patrons vary widely with respect to levels of education, wealth, and age of the population. Demographic trends show that the majority of Socorro County residents and the percentage of the population 65 and over has increased. On the other hand, changes in education level and population growth in general have lagged in comparison to the rest of the state.

A survey of library staff found that those individuals considered programs and books for children to be the most important library services. Most staff members feel that the library is doing a good job of meeting the needs of patrons and a survey would be the next step for meeting the needs of the community. We plan to address all the needs of our populous by assessing non-library users to determine why we are not reaching them. In wide spread city survey via city billing, we hope to discover the needs we are not addressing within the community.

In the future, we plan to survey residents to determine what resources are most frequently used at the library, whether it be for adult books, children's books, or Internet access computers. We plan to do a bi-annual needs assessment survey, a survey at the end of each of our heritage programs, and an end of the fiscal year library material survey. The greatest number of suggested improvements will be dealt with in the next strategic plan.



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**GOALS**

**The following goals, strategies, and objectives outline the library’s strategic plan for the next three years. Although they do not seek to capture every aspect of the library’s potential progress or work, they clarify areas of priority that the Socorro Public Library will execute. These goals will serve as a context for the development of more specific objectives that will be determined each year. Each objective will provide specific, relevant, and measurable timetables to help us reach the goals detailed in the following plan.**

**Technology Development Goals:**

The first goal is to create a library environment that evolves with the changing technology trends to empower lifelong learning and education. Libraries are key components for the community’s technology literacy and recreational needs. They have been evolving to meet the changing needs of the community. Currently, we offer many innovative services and resources that did not exist in the past, resources that help improve the technology education for Socorro community members.

In order, to continue our technology into the future the library needs to invest time and resources for improvements to the technology infrastructure.

	<p style="text-align: center;"><b>Technology</b> <b>Where we are today:</b></p> <ol style="list-style-type: none"> <li>1.1 Added additional DSL line and increased Wi-Fi-Access.</li> <li>1.2 Created electronic software policies.</li> <li>1.3 Purchased six digital devices.</li> <li>1.4 Improved the magazine collection by purchasing over 50 e-magazines.</li> <li>1.5 Expanded the e-book e-audio collection with OneClick.</li> </ol>	
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**Technology  
Where we want to go:**

**Goals**

- 1.1 Increase staff knowledge on new technology acquisitions.
- 1.2 Provide more access to technology resources to the community.
- 1.3 Increase the internet speed and improve searching capabilities.
- 1.4 Obtain additional technology funding grants to improve technology offerings and programs.
- 1.5 Establish an efficient budget procedure to ensure hardware/software occur regularly.

**Objectives**

- 1.1 Within the first year of this plan, offer better technology training for staff; provide a training course for all staff to participate in, from Sirsi/Dynix, in the work environment.
- 1.2 Increase the holdings of tablets in the library: add five devices to the children's room within the next three years.
- 1.3 Increase patron internet searching speed capacity by updating the infrastructure within the first year of the plan.
- 1.4 Move library catalog to new server stored offsite, purchase new catalog server, and provide access to color printing. Ensure patron understanding of new technology by creating pamphlets.
- 1.5 Double electronic material circulation within the next three years, by maintaining up to date Computer upgrades we plan to increase circulation of E-books, E-magazines, and E-audio books.



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**Community Outreach & Programming Goals:**

Community connections to the public library are fostered through education and awareness. We recognize that we can achieve more in the community when we connect education with teachable events. By taking a deliberate and thoughtful approach to initiating and expanding our heritage programs, the Socorro Public Library can reach underserved populations and library non-users. Enriching public awareness of the library’s resources, services and programs is also crucial to fulfilling the Socorro Public Library mission.

  	<p><b>Community Outreach</b>  <b>Where we are today:</b></p> <p>2.1 In partnership with New Mexico Humanities Council we hosted the Veteran Program: <i>Standing Down</i>.</p> <p>2.2 Senior computer classes were hosted at the Village Community Center and in the library.</p> <p>2.3 We hosted well-attended culture programs including; authentic Villancico Christmas Event, Holi, Dia De Los Muertos, and Cinco De Mayo.</p> <p>2.4 Tax Help New Mexico assisted over a hundred Socorro residents file their taxes at the library.</p> <p>2.5 We work with the Socorro Prison to supply their literacy and reading programs.</p> <p>2.6 We supply the local mini-libraries throughout the community.</p>	   
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### Community Outreach Where we want to go:

#### Goals

- 2.1 Expand annual cultural and heritage programs to increase large event attendance.
- 2.2 Offer a variety of programs to diverse groups in the community.
- 2.3 Establish a program for speakers/presenters for authors, Chautauqua's.
- 2.4 Increase the amount of special events and programs offered throughout the year.
- 2.5 Library will offer three program suggestions recommended by the community via (community assessment survey)
- 2.6 Establish a well participated incentive reading program in the winter months.
- 2.7 Develop programs to enhance the personal, business, and social well being of all ages people within our community.
- 2.8 Create library hours that reflect the needs of the community.
- 2.9 Continue advertisement within the community and

#### Objectives

- 2.1 Continue the existing cultural programs and add a program a year starting with Native American, Service Member Day, and Chinese New Year.
- 2.2 Introduce Bilingual story times for Spanish speakers within the community, offering the program once a week program.
- 2.3 Continue advertising the Adult Audio book walks (exercise program for audio-listeners)
- 2.4 Reading Buddies: begin a one on one reading schedule with children in the local schools (all ages)
- 2.5 Community Story Times: increase the amount of story times offered during the week.
- 2.6 Winter Reading Program: grow this program similar to Summer Reading Program.
- 2.7 Increase the amount of performers we hire throughout the entire year and dedicate large performances to heritage education and awareness.
- 2.8 During the first year of the plan evaluate the operating hours of the library and survey community to determine if there is a need for increase, decrease, or change.
- 2.9 Survey the community to establish programming needs: evaluate, implement, a new target group each year of the plan.





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### Building & Collection Preservation Goals:

Residents of Socorro will have an up-to-date library facility that is welcoming for a variety of functions. The Socorro Public Library is a reflection of the cultural and educational values the community places on its library. This is evident in the extensive monetary support provided by the city and state. The building needs to be kept in good repair and renovated when necessary, so it can properly reflect the value the Socorro community places on literacy and knowledge.



#### Building & Collection Where we are today:

- 3.1 Reorganized the library to be more conducive for circulation of books, movies, music cds, and audio books.
- 3.2 Implemented monthly themed displays.
- 3.3 Rearranged the South West Local history room to provide more access to shelving and more sitting room.
- 3.1 Paint and carpet areas in dire need throughout the library.

#### Building & Collection Where we want to go:

##### Goals

- 3.1 Maintain the clean, professional, and organized look of the library.
- 3.2 Increase collection visibility to the public through contemporary signage, such as digital LAT signs to tell the story of the various collections in the library.
- 3.3 Reorganize the library to be more conducive for circulation of books, movies, music cds,

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and audio books.



**Objectives**

- 3.1** Paint areas of the library in need and maintain the carpet/tile floor-cleaning ongoing (quarterly schedule) that will be continued every year.
- 3.2** Increase collection visibility to the public through new digital signage acquisitions that is accessible to all library users.
- 3.3** Continue assessing the needs of the community and acquiring materials that meet the broad interests of the patrons. Reorganize the DVD and Music Collections to improve storage space, and provide room for future acquisitions.