2017 - 2021
Goals and Objectives

As part of the Buffalo & Erie County Public Library System’s (B&ECPL) ongoing efforts to provide quality public service and address the needs of our diverse community, the Library is developing a Strategic Plan to provide vision and direction for long-term planning. This will supplement and support the B&ECPL’s 2017-2021 Five Year Library System Plan of Service that was approved by the New York State Division of Library Development.

As part of this process, a staff working group comprised of administrators, contract member library directors, library managers and other B&ECPL staff was tasked with developing Goals and Objectives to be integrated into a new Strategic Plan. The working group performed a vigorous and analytic review of library trends, operational data and survey results, along with the current Five Year Library System Plan of Service.

The following Goals and Objectives have been reviewed by the Library Director and Administrative Team. They emphasize 5 key target areas: community, resources, growth and learning, innovation and technology, and adaptability. Each goal will help to position the B&ECPL to proactively address emerging challenges and opportunities and ensure long-term viability.

Goal 1: COMMUNITY
Strengthen community through collaborative engagement and neighborhood empowerment.

Connect people, neighborhoods and libraries:

- Expand community and civic engagement to nourish spirit, imagination and culture;
- Establish a coordinated outreach program to ensure B&ECPL participation in the life of the communities and neighborhoods we serve.

Establish B&ECPL libraries as versatile community centers around which neighborhoods can thrive:

- Align priorities with community wants and needs;
- Strengthen community awareness and highlight the value of B&ECPL libraries;
- Extend the reach of the B&ECPL to non-users, the underserved and people with special needs.
Cultivate partnerships to connect community members with information and services:
- Collaborate with community organizations and educational institutions to support the interests and needs of neighborhoods and communities;
- Engage local leaders, elected officials, and stakeholders in support of community growth, development and civic awareness.

Support economic development:
- Cultivate programs, services and collections promoting business growth and entrepreneurship;
- Increase the visibility and use of B&ECPL resources to advance employment opportunities;
- Assist job seekers to develop skills and maximize capabilities;
- Partner with economic development agencies at federal, state and local levels.

Goal 2: RESOURCES
Foster and enhance access to information and ideas.

Develop and provide engaging, inspiring and relevant resources that address evolving community interests and expectations:
- Provide equal access to B&ECPL resources;
- Interact with the community to ensure collection relevance;
- Build and expand traditional, digital, and digitized collections to best meet demand;
- Introduce new sources of ideas, education and entertainment through timely and dynamic collections.

Explore, develop and implement alternative and innovative models of access and delivery:
- Engage with the local community and beyond using digital communication and social media;
- Ensure virtual access by providing a responsive website and catalog;
- Bring B&ECPL resources to where people live, work, and play by using alternative service options.

Goal 3: GROWTH AND LEARNING
Stimulate and inspire learning, growth and transformation.

Strengthen reading readiness and advance educational objectives:
- Provide materials, services and programs designed to help ensure children will enter school ready to learn;
- Provide resources designed to support and strengthen the Common Core Curriculum and Science, Technology, Engineering and Mathematics (STEM) and Science, Technology, Engineering, Arts and Mathematics (STEAM) initiatives;
- Cultivate enthusiasm for reading and discovery.
Maximize opportunities for lifelong learning, personal growth and well being:
- Establish the B&ECPL as a first source for information on daily life, living and learning;
- Re-envision programs and services to ensure a dynamic and enriching experience;
- Create interactive displays and exhibits that showcase the B&ECPL’s treasures and the community’s rich cultural heritage;
- Champion a culture of books and reading.

**Goal 4: INNOVATION AND TECHNOLOGY**
Create and promote discovery through innovation and imagination.

Advance and strengthen the B&ECPL’s leadership role in the utilization of technology and expansion of digital literacy:
- Adapt to new and changing technology to address community interests and needs;
- Be a catalyst for innovation and idea sharing;
- Maximize opportunities to increase digital proficiency and nurture next generation skills.

Position the B&ECPL as a learning lab for creativity:
- Improve access and exposure to new and innovative technologies;
- Create engaging and interactive spaces to inspire innovation and imagination;
- Offer programs featuring innovative technologies that foster creativity and exploration.

**Goal 5: ADAPTABILITY**
Adapt and evolve to cultivate a sustainable future.

Maximize visibility to promote the value of B&ECPL’s libraries:
- Strengthen advocacy and B&ECPL marketing initiatives;
- Optimize communication using traditional strategies and social media platforms;
- Increase outreach to new audiences and at nontraditional venues.

Ensure fiscal responsibility:
- Practice due diligence;
- Maintain transparency and accountability;
- Explore creative and alternative funding opportunities.

Position B&ECPL libraries as welcoming places:
- Create comfortable and inviting environments;
- Provide gathering spaces that encourage positive community interaction;
- Explore green initiatives to promote environmental sustainability.
Develop an adaptive and responsive culture of service:

- Respond to patron needs and preferences that maximize the user experience;
- Pioneer new services that transform the customer experience.