

BAPL STRATEGIC PLAN 2022-2024



The initiatives of our new strategic plan are grouped under three key words of the BAPL Mission Statement: educates... informs... inspires.



EDUCATES...

BAPL will seek to provide diverse, multi-format collections that meet community needs during the pandemic and beyond. Continue and expand support for K-12 students, especially for those most at risk due to remote or changed learning environments. Refresh buildings for post-pandemic use, with a focus on individual and small group comfort and productivity.



INFORMS...

Develop and execute a marketing plan, with special consideration to reaching the underserved. Expand and adapt outreach, especially to underserved parts of the community. Promote community diversity, equity and inclusion (DEI) through enhanced services and staffing. Address the challenges faced by the community and library in serving the homeless, mentally ill, and others in need of social services.



INSPIRES...

Increase communications and advocacy with municipal and state funders. Fully inspire staff potential, satisfaction and retention. Develop present and future trustees as informed leaders and library ambassadors. Promote a culture of diversity, equity and inclusion (DEI) across all aspects of library operations.



METHODOLOGY

Planning Consultant Cathi Alloway led the process, which included: review of library and community data and trends, planning sessions with the library board, leadership interviews with community leaders, meetings with library staff, and several revisions of the plan. The full document can be found online at: www.bapl.org/bapl-strategic-plan-2022.