



VIRGINIA BEACH PUBLIC
LIBRARY

OUR
STRATEGIC
PLAN

**LIBRARIES
LEADING
THE WAY
2021-25**

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VIRGINIA BEACH PUBLIC LIBRARY

OUR STRATEGIC PLAN

LIBRARIES LEADING THE WAY 2021-25

WELCOME

CONNECT

INSPIRE

OUR VISION

Virginia Beach Public Library fosters an innovative, inclusive and engaged community.

OUR MISSION

We meet the lifelong needs of our diverse community by providing access to quality resources, engaging programs and welcoming spaces.

OUR CORE VALUES

QUALITY CUSTOMER SERVICE

EQUITY, INCLUSION & DIVERSITY

INTEGRITY

COMMITMENT

INNOVATION

OUR STRATEGIC PRIORITIES

DIGITAL SERVICES

We provide access to a broad range of digital content, resources, services and tools that meet the needs of our diverse community.

INCLUSION & ACCESS

We remove barriers to access and create an environment where everyone feels welcome, accepted and included, regardless of how they self-identify.

YOUTH SUCCESS

We provide youth with resources and opportunities that inspire a thirst for knowledge, spark creativity, celebrate diversity, bolster self-efficacy, and empower active participation in community life.

DIGITAL SERVICES

We provide access to a broad range of digital content, resources, services and tools that meet the needs of our diverse community.

★ GOAL

Engage with customers in new ways.

| OBJECTIVE

Provide new online services for residents to increase access to and usage of library resources.

| STRATEGY

- Offer an all-in-one digital content app.
- Integrate library services with voice assistants.
- Implement a chat reference tool on the library website.

★ GOAL

Provide an optimal online user experience.

| OBJECTIVE

Design a library website for all residents that online visitors agree/strongly agree is easy to use.

| STRATEGY

- Design and conduct website usability test.
- Modernize the library website.

★ GOAL

Customers explore today's emerging technologies to prepare for the future.

| OBJECTIVE

Provide customers with new programming opportunities in order to learn about new technologies and their potential impacts on daily life.

| STRATEGY

- Select and purchase appropriate emerging technologies on a periodic basis.
- Develop and implement programs based on new acquisitions and emerging trends.

★ GOAL

Digital technologies provided by the library support diverse activities.

| OBJECTIVE

To increase the amount and variety of technology available to customers in order to expand technology education opportunities and support customer interests.

| STRATEGY

- Select and implement new public technology services in the areas of digital media and makerspaces.
- Refresh and expand circulating technology collection.
- Create a collection of educational technology kits for loan to outreach sites.

INCLUSION & ACCESS

We remove barriers to access and create an environment where everyone feels welcome, accepted and included, regardless of how they self-identify.



GOAL

Residents have equal access to the benefits of library services.

OBJECTIVE

Implement a continuous policy review process that identifies and addresses barriers to access in all library policies and procedures.

STRATEGY

- Create workgroup and process by which policies and procedures are evaluated solely based on inclusion and access.



GOAL

Library programs and services represent and serve diverse identities, cultures, abilities and generations.

OBJECTIVE

- Increase inclusive programming opportunities.
- Increase adults' access to programming, outreach and services.

STRATEGY

- Cultural Advisory Group creates a framework to evaluate programming for inclusion.
- Create and implement action plan to increase inclusive programming.
- Identify community partners that can be involved in programs for all audiences.
- Increase internal support for adult programming, outreach and services.



GOAL

Diverse identities and backgrounds are represented in the VBPL collection.

OBJECTIVE

Collections are curated with increased representation of diverse creators and subjects.

STRATEGY

- Develop a method to evaluate the diversity of the collection.
- Conduct a diversity audit of the collection and create an action plan to improve collection diversity.

INCLUSION & ACCESS *continued*

★ GOAL

Communities are served at the place of need.

OBJECTIVE

Increase outreach services in spaces that are convenient for customers' lifestyles.

STRATEGY

- Identify target populations.
- Design service plan to meet audiences' unique needs.
- Create tier list of adult outreach locations by need for services.
- Implement consistent provision of adult outreach services.
- Determine the appropriate level of digital programming and services for all audiences.

★ GOAL

Libraries provide welcoming environments for the entire community.

OBJECTIVE

- All customers have equitable access to assistive technology at their home branch.
- All library staff are prepared to effectively serve customers with disabilities and their caregivers.

STRATEGY

- Using the Dementia Friendly Library framework, create an action plan for services to customers with dementia and their caregivers.
- Provide consistent setup of accessible workstations.

★ GOAL

Our community is digitally inclusive.

OBJECTIVE

- Increase customers' access to the internet and digital literacy training opportunities.
- Improve the accessibility of our digital resources and online communications.

STRATEGY

- Develop community partnerships to address the community's digital divide.
- Expand digital literacy programming for all ages.
- Develop and implement an action plan to expand digital literacy programming to outreach sites.
- Increase internal support for digital literacy training and resources.
- Develop and implement an accessibility audit of digital resources, tools and online communications.
- Create and implement guidelines to increase the accessibility of our online communications.

YOUTH SUCCESS

We provide youth with resources and opportunities that inspire a thirst for knowledge, spark creativity, celebrate diversity, bolster self-efficacy, and empower active participation in community life.

★ GOAL

Youth are connected to the community and their contributions are celebrated.

OBJECTIVE

Increase the quantity and variety of engagement opportunities for youth and teen volunteers.

STRATEGY

- Audit youth volunteer opportunities to determine current reality and baseline.
- Survey customers on desired activities in the area of volunteerism.
- Expand the Read to Me program to utilize teen volunteers in a virtual setting.
- Expand the Tween Advisory Council (T.A.C.O.).
- Create a library-wide plan for Teen volunteers to engage with a variety of VBPL divisions.
- Engage youth volunteers in the creation of media to share with the school, on VBPL communication channels, and for VBCPS morning announcements.
- Provide one-off family-based volunteer opportunities to engage whole families in volunteerism to support VBPL strategic initiatives.

★ GOAL

Youth programming and services meet the needs of the whole child and their caregivers.

OBJECTIVE

To provide a multi-modal youth service model to meet the diverse needs of our community.

STRATEGY

- Update storytime curriculum to support the development of the whole child.
- Increase opportunities to support the social connection of caregivers.
- Utilize new social media platforms quickly and reach teen customers where they are digitally.
- Utilize the Harwood Institute ASK tool to collect citizen, both library users and non-users, feedback on youth program and service offerings.
- Implement a semi-annual (every 6 months) program audit.
- Incorporate social and emotional competencies (Social Literacies) into teen programming, initiatives and activities using the Search Institute's Developmental Assets Framework.

YOUTH SUCCESS *continued*

★ GOAL

Youth enjoy reading at their highest personal reading level.

| OBJECTIVE

Be the community's trusted resource for youth to connect to reading through readers advisory, collections and programming.

| STRATEGY

- Support teachers and educators in their work via workshops and professional development opportunities.
- Expand students' tools and resources to help virtual and in-person learning.
- Reinvigorate focus on readers advisory services.
- Provide unique opportunities to connect with authors and annual reading events.
- Create browsing-friendly environments.
- Design brand-centric, stimulating displays that invite customers to explore material.

★ GOAL

Virginia Beach youth have information literacy skills.

| OBJECTIVE

Increase information literacy tools, education and student support.

| STRATEGY

- Identify the goals of information literacy to include in the program planning process for youth and teens.
- Research best practices and create a framework for sharing information literacy skills with youth audiences.
- Offer information literacy education within existing youth programming.

★ GOAL

VBPL's diverse community partnerships provide the highest quality youth services.

| OBJECTIVE

Identify and increase partnerships that help move forward VBPL youth success strategic activities.

| STRATEGY

- Create a community engagement plan and process that defines our organization value to current and potential partners.
- Develop a partnership with the VBCPS high school staff to identify the needs and interests of the high school audience and embed our services into the school day.

METRICS OF SUCCESS

ACTIVE CUSTOMERS

We monitor the number of active customers, or those who have used their VBPL accounts to check out items in person, borrow resources online, and use other library services at least once in the last 12 months.

QUALITY RESOURCES

To gauge how well VBPL's collection meets customers' needs for books, resources and materials, we will monitor the number of items that are used, borrowed or viewed.

WELCOMING SPACES

To ensure that VBPL creates environments in our branches to attract the diverse population of Virginia Beach, as well as meeting them where they are in the community, we will measure how many people visit the library, as well as library staff visits out in the community.

ENGAGING PROGRAMS

In order to ensure that VBPL provides programming that is engaging and of value to our diverse customers, we will measure attendance and customer feedback at various programs and library-hosted events.



SUPPORT & FUNDING

The success of Virginia Beach Public Library's strategic plan is dependent on many factors, including adequate funding. The Virginia Beach Library Foundation raises ancillary funding for VBPL; however, funding goals and strategies are included in VBPL's strategic plan in order to highlight the integral role that funding plays in the library's ability to achieve its goals and serve the community. VBPL will work closely with all community partners to increase internal and external support and funding for VBPL.

★ GOAL

Strategic initiatives are supported by internal and external funding.

| OBJECTIVE

Cultivate a funding base and increase donations in support of the success of strategic programs, spaces and resources.

| STRATEGY

- Propose funds based on the strategic plan within the Library Foundation.
- Establish a baseline fundraising year.
- Grow unrestricted donations for strategic plan support.
- Identify funding for a laptop lab to support digital literacy outreach programming for all audiences.
- Identify funding to create a diverse adult outreach book collection to serve residential facilities.
- Identify funding source for accessibility kits for all branches.
- Identify funding for emerging technologies.
- Identify funding for educational technology outreach kits.
- Identify internal funding streams to support strategic initiatives.



VBgov.com/libraries

