



Strategic Plan 2024 - 2028

*Serving
Empowering
Inspiring*

LAND ACKNOWLEDGEMENT

Berkeley Public Library buildings are built on the territory of xučyun (Hooch-yoon), within the homeland of the Chochenyo (Cho-chen-yo) speaking Ohlone (Oh-low-nee) people. We acknowledge and honor the Ohlone people, who have lived in Berkeley and throughout the East Bay since time immemorial. The Library recognizes that Berkeley residents have and continue to benefit from the use and occupation of unceded stolen land, and we pledge to recognize the permanence and the rich contributions that the Ohlone people continue to bring to the City of Berkeley and throughout the East Bay. We celebrate the strength of the Ohlone people and their culture. The Berkeley Public Library is committed to helping create a more just and anti-racist society and to furthering the visibility and celebration of Ohlone authors who are specific to the East Bay and Ohlone culture in our collections and programming.

This statement is a living document that was co-written by Ohlone cultural leaders Vincent Medina and Louis Trevino and the Berkeley Public Library.

**Horše ɥuuxi hemmenya, 'akkoyɥ
xučyun librarytka!**

- Welcome in Chochenyo



WELCOME TO YOUR LIBRARY!

Berkeley has long-standing traditions of championing free speech and intellectual freedom. Berkeley Public Library continues to uphold these values through investment in community spaces and programming, our beloved collections, and our staff.

While building on our past, we are looking to the future.

The Library embarked on a strategic planning process in 2023. Over the past year community members and library staff have discussed what the library means to them, and what it could be. **Welcome** surfaced as a core value over and over again.

Being a more welcoming library means that we are truly accessible to everyone in the community. Equity and inclusion must inform every aspect of our planning and work, from library users' experience, to the ways in which we **collaborate** with community partners, to our internal organizational culture.

As we evolve our library system to meet the current challenges Berkeley faces in 2024, our new strategic plan provides the foundation from which we will build to become a more responsive and sustainable organization.

I am excited to share with you in the following pages the goals developed by staff and community members. We envision libraries of learning that spark curiosity and innovation, and inspire **joy**.

We are proud to serve Berkeley and look forward to the future with you.

Tess Mayer, Executive Director

WE ARE BERKELEY PUBLIC LIBRARY

For over 130 years, the Library has been dedicated to fostering community, learning, and opportunity by providing accessible and diverse resources to all.



WHY IT MATTERS

Through a welcoming environment, the Library plays a vital role in promoting knowledge, cultural enrichment, personal empowerment and community engagement.



143,000+ registered card users



1.4 million physical items circulated



1.3 million electronic content used



457,000+ in our physical collection



1.3 million in our digital collection



207 programs offered

"I love and appreciate everything the library does that encourages culture, thought, and humanity in our community."

-Library user

MISSION

Empower, inspire,
and eliminate barriers
with resources and
experiences.

VISION

Evolve and respond to
the changing needs of
the community.

VALUES

WELCOME We wholeheartedly embrace the diversity within our community and strive to cultivate an environment where all are heard, valued, and feel safe and represented. We are dedicated to eliminating systemic barriers in access to resources and services.

JOY We foster a culture of learning, curiosity, and innovation. Our commitment is evident in our diverse collection of books, digital materials and interactive programs for all ages to explore, imagine and enjoy.

COLLABORATE We value collaboration and partnerships as catalysts for positive change. We actively seek opportunities to come together with community members to address evolving community needs, support collective action, foster innovation, and create impactful programs and initiatives.

Our strategy reflects perspectives from the Library's patron community, staff, and leadership.

We are committed to the recommended actions that will help the Library achieve its mission and vision.



STRATEGIC FOCUS AREAS

1

**PATRON EXPERIENCE
& EQUITABLE ACCESS**

2

**COMMUNITY-CENTERED
COLLABORATION**

3

**A DYNAMIC &
RESPONSIVE SERVICE
ORGANIZATION**

1



PATRON EXPERIENCE & EQUITABLE ACCESS

STRATEGY

Ensure equitable access to high quality collections, programs, facilities, technology, and helpful staff.

GOALS

1.1 Serving Patrons: Ensure staff have a consistent and even approach towards providing empathetic and non-biased service to all colleagues and members of the Library's patron community.

1.2 Building & Maintaining our Collection: Steward collections that reflect the diversity and interests of our community.

1.3 Programs that Inspire: Create innovative and engaging programs that ignite love for learning, reading, and facilitating community connections among our patrons.

1.4 Engaging Facilities & Spaces: Enhance our physical and digital spaces so patrons can experience dynamic and accessible resources.

2



COMMUNITY-CENTERED COLLABORATION

STRATEGY

Foster community connections and increase public awareness.

GOALS

2.1 Stronger Relationships: Develop relationships with community members and community-based organizations to ensure that all public programs and collections reflect the diversity and variety of interests and needs within our community, focusing on community assets.

2.2 Increase Awareness: Increase public awareness of the Library's variety of programs and services, especially for non-library users and BIPOC communities.

2.3 Meet Needs: Continually assess community needs and maintain communication channels tailored to the preferences of unique individual communities.



3



A DYNAMIC & RESPONSIVE SERVICE ORGANIZATION

STRATEGY

Enhance the quality of experience for all Library employees and take steps to continually improve our ability to meet our mission and vision.

GOALS

3.1 Culture: Promote a workplace climate that values the safety and health of employees and reinforces respect of all co-workers.

3.2 Onboarding: Review and enhance current onboarding processes to better reflect the comprehensive needs of new employees.

3.3 Training: Ensure employee professional development and enrichment opportunities.

3.4 Recruitment, Retention & Promotional Pathways: Ensure equity in recruitment, hiring, and retention processes and clarify and communicate promotional pathways for all staff more effectively.

3.5 Organizational Capacity: Support internal efforts to ensure the Library can deliver on our mission and vision now and in the future.



CONNECT WITH US:

Visit <http://www.berkeleypubliclibrary.org/> to subscribe to Library newsletters, view calendar of events, place holds on books and access our e-Collections 24/7.

