

Strategic Issue #1:

How will NPL become a better place for the community to gather?

Existing physical limitations discourage visits to the library by both individuals and groups. The current downtown has undergone several decades of decline and the current library is part of a deteriorated neighborhood.

The new library's design will provide physical space for groups and individuals featuring aesthetic design meant to be inviting, engaging and welcoming. These features will serve to create a sense of place, a unique landmark that overcomes both physical and aesthetic barriers to community gathering place.

- 1.1 Community members will find attractive and flexible meeting and gathering spaces for various purposes.

Visible / Measurable indication of achievement:

1. Space is being utilized often by a variety of groups
2. Various sized and flexible spaces are available
- 3.

- 1.2 A spacious and inviting entry will welcome people to the library and will inspire an enriching, interactive community experience.

Visible / Measurable indication of achievement:

1. The entry is part of the new library facility
2. Users are interacting with points of interest in a meaningful entry space
3. Comments from customers indicate approval of entry space

- 1.3. Stimulating and comfortable areas will effectively meet the needs of children, teens and adults to enhance their experiences in the library.

Visible / Measurable indication of achievement:

1. Existence of appropriate spaces and furnishings for all ages and comfort needs
2. Spaces are designed for target groups and their specific needs
3. Various target groups are using their space

Strategic Issue #2:

How will Nampa Public Library help serve the literacy and education needs of the community?

Our dramatic population growth over the last ten years has increased the demands for effective, coordinated, widespread literacy efforts, including early childhood, adult and multilingual. The library currently runs very successful Storytime programs, which are limited by space and staffing constraints. We envision multi-generational programs, technology classes for our diverse constituents, and partnering with other efforts to maximize all our resources.

- 2.1 The Nampa Public Library will seek and initiate active partnering with new and existing literacy and other education efforts in the community.

Visible / Measurable indication of achievement:

1. Partnerships with all types of schools
2. Increase in outreach services and partners and activities
3. NPL has a current list of groups that provide literacy services

Strategy: Measure the activities that take place

- 2.2 The library will be a leader in programs such as homework assistance, adult education and enrichment, and home-school resources.

Visible / Measurable indication of achievement:

1. NPL is seen as an innovator/leader in these types of activities
- 2.
- 3.

- 2.3 The library will have adequate, dedicated space, hardware and software to offer technology instruction and access.

Visible / Measurable indication of achievement:

1. Increased number of public computers
2. Increased number of instructional sessions (*geared to various target groups*)
3. Dedicated and adequate space and resources to offer service

Strategic Issue #3:

How will NPL improve its infrastructure to meet its mission?

The City of Nampa's population growth and new demands have resulted in the current Library being woefully inadequate to meet community needs. Parking will be available to meet current and future needs

3.1 Library users will be able to easily and safely access physical and virtual library services

Visible / Measurable indication of achievement:

1. NPL has a new, ADA compliant facility with *abundant* parking
2. The NPL website is interactive with library services offered virtually
3. Increased number of users accessing library services physically and virtually

3.2 The Library has a skilled, knowledgeable, flexible and diverse team of employees that can respond confidently and creatively to the changing public library environment.

Visible / Measurable indication of achievement:

1. Find, hire and retain diverse staff
2. NPL has adequate staff to implement the Strategic Plan
3. Staff development/training is budgeted for and provided

3.3 Library users' access to information is facilitated and enhanced through existing and new technologies.

Visible / Measurable indication of achievement:

1. Increase in the use of technologies provided
2. Library users are aware of new technologies
3. A survey captures user satisfaction

3.4 Strategic thinking will permeate every aspect of planning and operations.

Visible / Measurable indication of achievement:

1. New ideas and service concepts tie to strategic plan
2. Staff uses strategic plan to justify/qualify change
3. Decision-making flows from strategic plan

Strategic Issue #4:

How will NPL help serve the growing multicultural needs of the community?

In the last three years alone, NPL has seen a significant increase in visitation by members of the Hispanic community. At the same time, the resources available for their particular educational and recreational needs have not kept pace. In order for NPL to be as inclusive as possible, the following set of goals will be met.

- 4.1 Spanish speaking customers will find a wide range of resources that meet their specific needs, including books, audiovisual materials, and youth programming.

Visible / Measurable indication of achievement:

1. Increase in materials/ resources/ services
2. Increase in use of materials/ resources/ services
- 3.

- 4.2 NPL will recruit new staff and train current staff to interact effectively with non-English speaking customers.

Visible / Measurable indication of achievement:

1. Increased number of bilingual staff
2. Staff is trained in how to serve non-English speakers
- 3.

- 4.3 Various ethnic groups will be attracted to the library through outreach activities and programs.

Visible / Measurable indication of achievement:

1. Increase in the number of activities/ programs/ services
2. Increased number – attendance? interaction?
- 3.

Strategic Issue #5:

How will NPL contribute to and foster cultural resources?

The Vision of Nampa Public Library is to be the cultural hub of our community. Outside of performing arts, no clear place exists within Nampa for viewing or sharing cultural events and exhibits. The library is a unique entity as it can easily partner with various cultural and artistic organizations to provide access to enriching resources.

5.1 The people of Nampa will find art and cultural artifacts displayed in and around the library.

Visible / Measurable indication of achievement:

1. Increased number of art displays and permanent art displays in the library
2. Increase participation (*attendance*) because of art displays
- 3.

5.2 The library will partner with community entities to showcase cultural events to the public.

Visible / Measurable indication of achievement:

1. There is visible art and cultural activities at the NPL
2. NPL provides displays of library materials to support partners' cultural events and activities
- 3.

Strategic Issue #6:

How will NPL continue to meet the growing demand for recreational and popular materials and foster a love of reading?

Library users have identified browsing for popular materials as a key reason for coming to the library. In recent years, audiovisual materials such as movies and music have accounted for more than 30% of all checkouts. In the last four years attendance at storytime and summer reading programs has grown by 38%. However, severely limited parking options, program space, and below average staffing have prevented the library from adequately meeting community needs for programs for people of all ages. A facility adequate for the community would enable the library to invite both users and nonusers to the library through a wide variety of outreach and publicity activities.

- 6.1 Community residents of all ages are attracted to a variety of library programs that highlight library resources and inspire a lifelong love of reading.

Visible / Measurable indication of achievement:

1. Increased number of programs
2. Increased attendance/participation
3. Users reading a variety *of materials in a variety of formats*

- 6.2 Community residents are enticed to investigate the library as the cultural hub of Nampa.

Visible / Measurable indication of achievement:

1. Media coverage – Flyers in businesses - PR
2. Increased number of requests for services, new resources
3. Increased number of new library cards

Strategy: Survey measures – how did you hear? What do you use?

6.3 Customers will find popular materials in all genres and formats when and where they seek them.

Visible / Measurable indication of achievement:

1. There is an increase in users finding what they want where they need it
- 2.
- 3.

Strategy: Materials availability survey – at library, online – provides a baseline and future numbers

6.4 Customers rely upon knowledgeable and friendly staff to guide them to the resources and services they want and need.

Visible / Measurable indication of achievement:

1. Customer satisfaction survey indicates that users are satisfied
2. Reference survey indicates....
3. NPL staff is well trained and friendly and knowledgeable

6.5 Library users are welcomed as they enter the library by vivid and stimulating displays of popular materials of every age level and format.

Visible / Measurable indication of achievement:

1. NPL displays are changed often
2. WOW! factor is evident
- 3.