



701 Goode St.

Bristol, VA 24201

www.bristol-library.org

Strategic Plan 2010 - 2015

“Expanding Minds, Building Community” is the mission of the Bristol Public Library. Like other mission-driven organizations, the Bristol Public Library understands that the challenge of performing its mission lies in the design of its programs and in its capability to carry them out effectively.

To meet this challenge, the Bristol Public Library Board and Staff spent the year between May 2009 and May 2010 working with facilitator Thomas Watson formulating a Five-Year Strategic Plan.

This thorough process included collecting input from library stakeholders and the general public. Strengths and weaknesses of the Library and its programs were analyzed and addressed. Community needs were evaluated and responses were prioritized.

From these processes five goal areas with action plans were formulated. These lay out a path and establish priorities for the distribution of Library resources.

The Library Board formally adopted the plan, which will guide the Library’s efforts for the next five years.

2010-2011 Bristol Public Library Board

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Jud Barry, Executive Director

Strategic Plan Summary of Goals

Programming: The nature of Library services is critically important, especially during this time of great change in the “Information Age.” In order that its services remain relevant, the Library will

- Conduct evaluations of the Library’s programs and services annually;
- Expand the Library’s role as an information center for the Bristol community;
- Advance the Library’s mission through enhanced programs and services;
- Increase participation and utilization of volunteers.

Funding: Adequate revenue is essential to the success of the Library. In order to secure appropriate levels of funding, the Library will

- Develop a comprehensive budget that reflects the operating, programming and capital needs of the Library;
- Increase private and public funding to support the Library’s programs and services, in partnership with the Foundation;
- Enhance the working relationship between the Library Board of Directors and the Foundation Board of Directors.

Marketing & Outreach: The Library can and does impact people’s lives in powerful ways. In order to let the community know how its work contributes to a better Bristol, the Library will

- Promote the Library through a creative marketing plan;
- Increase the efforts to utilize patron’s experiences as evidence of value;
- Enhance marketing and outreach efforts to area youth.

Partnerships & Networking: The Library exists to meet community needs. In order that its programs reflect these needs, the Library will

- Forge stronger linkages to the Bristol community and a deeper set of working partners;
- Expand community participation within the Library’s program sub-committees;
- Nurture the Friends of the Library to ensure a strong independent partner for the Library.

Internal Organizational Development: The Library is a complex organization that includes many parts: Library Board, Library Staff, Library Foundation, Friends of the Library. In order to operate as effectively as possible, the Library will

- Celebrate the total effort of the Library team;
- Understand the respective roles of each of the Library’s components;
- Ensure that the Library is organized to provide services in a way that recognizes patron and community needs.

