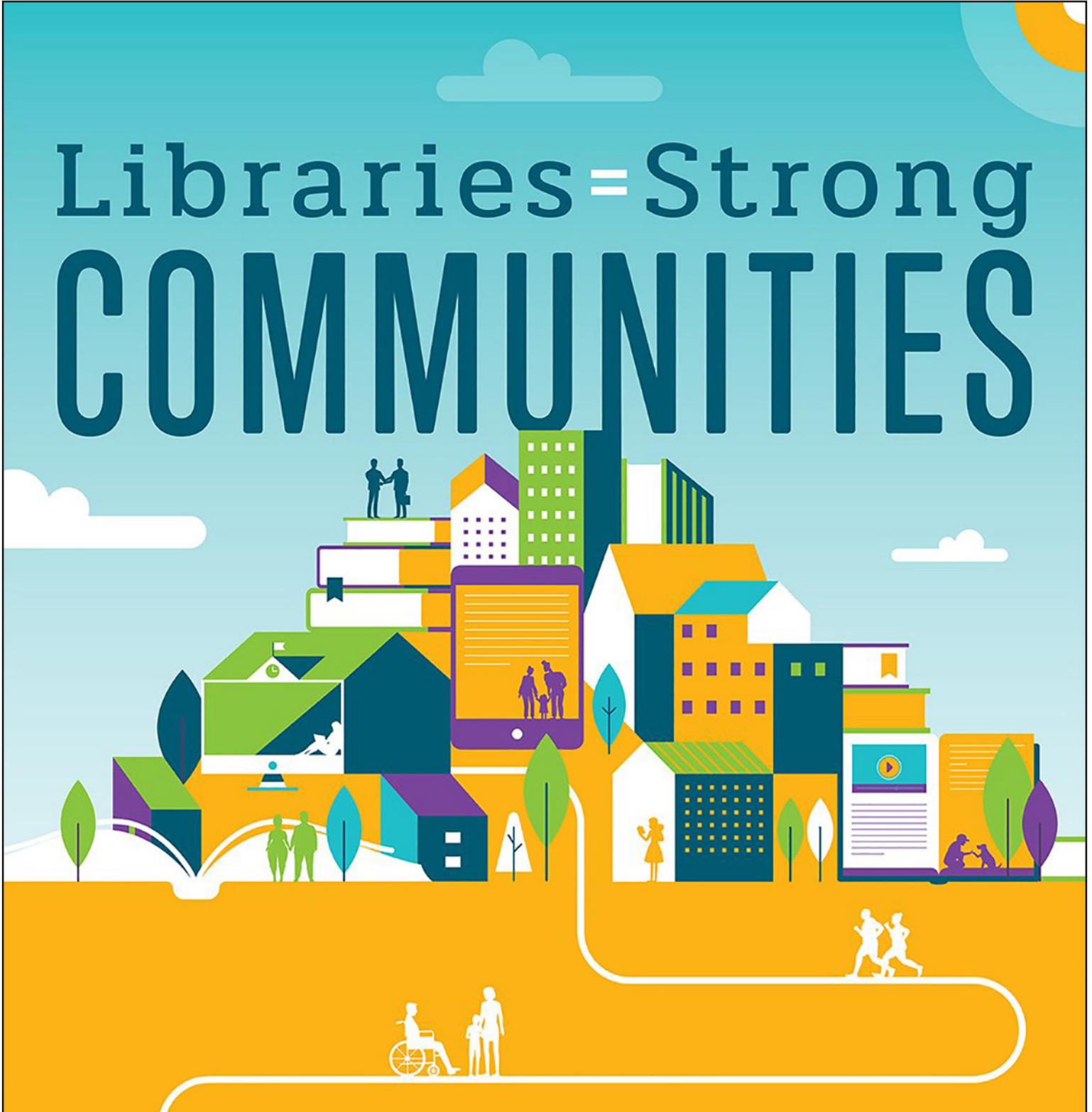




Burbank Public Library 2020-23 Strategic Plan

Libraries = Strong COMMUNITIES



*Burbank Public Library connects the community
to opportunities for growth, inspiration, and discovery.*



As Burbank enters the third decade of the 21st Century, the public library continues to be an essential component of a strong community. Burbank Public Library has served millions of users over the past 100-plus years, offering access to information and providing services that help create successful outcomes for all residents. With change as a constant, a public library dedicated to meeting its community's needs must practice adaptability. Staff, services and physical spaces require flexibility in order to grow and change with the community.

Burbank Public Library's first strategic plan, which ran from 2017-20, focused on building this adaptability and responsiveness in Library services. During the past three years, staff have investigated, debated, researched and implemented improvements to collections, programs, spaces and services. This has included expanding community partnerships and technology offerings; creating new processes and training to improve collections and programming; and a realignment of staff roles to ensure continued effectiveness and efficiency.

With the 2020-23 strategic plan, Burbank Public Library builds upon this record of work on the community's behalf. While research and development of this plan preceded major events of 2020, its implementation must reflect the realities of the current landscape – from COVID-19 restrictions to a global movement confronting entrenched racial inequities – as well as being ready to meet additional challenges and opportunities in the next three years.

Purpose

The 2020-23 Burbank Public Library strategic plan will guide and focus the Library's work over the next three years. It is based on extensive research, analysis and public input that helped staff understand the current state of the community's needs and desires; how the Library is doing meeting those needs; and how Burbank compares with other libraries and trends in the overall field. As staff work to implement the objectives identified in this plan, they will continue an open conversation with Library users and the larger community to ensure the Library is fulfilling its commitment to the community.



Mission and Values

MISSION: Burbank Public Library connects the community to opportunities for growth, inspiration and discovery.

VALUES:

- We ensure the public's right to free and equitable access to literacy and learning.
- We are dedicated to meeting our community's needs through our collections, programs, spaces, and services.
- We strive for the highest standard of customer service with respect and without judgment.
- We advocate for the public's right to privacy.

Objectives

1. **STRENGTHEN COMMUNITY** by connecting users with resources to meet their needs

2. **SUPPORT INDIVIDUALS AND FAMILIES** by providing programs and services that support reading and learning throughout the lifespan

3. **IMPROVE OPPORTUNITY AND EQUITY** by expanding services for workforce development, entrepreneurship and technology access

4. **BUILD RESILIENCE** in the community and in the staff

5. **DEMONSTRATE VALUE** in space, operations and resources



The Plan

1. STRENGTHEN COMMUNITY

BY CONNECTING USERS WITH RESOURCES TO MEET THEIR NEEDS

- Develop policies, training and activities to support a welcoming environment for all users, removing barriers to service
- Utilize the Library's spaces, people and resources to connect community members to needed services and opportunities
- Expand work to build and sustain robust community partnerships
- Analyze and update library policies and practices to increase racial equity
- Improve ability to respond to and support Library users in vulnerable and at-risk populations

2. SUPPORT INDIVIDUALS AND FAMILIES

BY PROVIDING PROGRAMS AND SERVICES THAT SUPPORT READING AND LEARNING THROUGHOUT THE LIFESPAN

- Develop programs and services for age 0-18 that enlist the entire family in children's educational, social and emotional development
- Expand student access to Library resources via the BConnectED program
- Build a community of readers by providing a robust collection and a variety of services to connect readers with Library materials and with each other
- Monitor changing demographics and provide relevant collections and programs for non-English speaking users
- Expand collection to include more non-traditional materials, as dictated by community need



3. IMPROVE OPPORTUNITY AND EQUITY

BY EXPANDING SERVICES FOR WORKFORCE DEVELOPMENT, ENTREPRENEURSHIP AND TECHNOLOGY ACCESS

- Create programs and services for people out of work or underemployed and for small businesses and entrepreneurs
- Build supports for those working or desiring to work in the media industry
- Develop Spark! Digital Media Lab and associated programs and resources
- Provide offerings to support digital literacy skills and digital equity
- Explore enhanced options for delivering services and programs virtually or remotely

4. BUILD RESILIENCE IN THE COMMUNITY AND IN THE STAFF



- Develop programs and services that help the community respond to the big questions, change and uncertainty
- Organize events and activities to help the community recover from and understand the pandemic and protests of 2020 through various lenses
- Support civic engagement and participation in important community decisions
- Identify areas for Library leadership on community issues
- Create a structured staff training program to ensure staff have the tools and skills to be adaptable and responsive to community needs

5. DEMONSTRATE VALUE IN SPACE, OPERATIONS AND RESOURCES

- Explore options for a replacement Central Library that will maximize community value
- Continue to identify opportunities to adapt existing space at the three Library branches to enhance the user experience and meet community needs
- Identify and implement efficiencies to the Library procedures and practices
- Actively seek out opportunities for supplemental funding from grants and other sources beyond the City general fund
- Implement better data analysis and collection of additional metrics to demonstrate outcomes and impacts of the Library



Community Input

This plan was developed with input from community members, staff and the Board of Library Trustees. Public input was gathered via a survey that reached 1,132 respondents in October and November 2019. The survey asked respondents to identify current services and programs of value; new services and programs that could be offered; and other ideas for improvements. Additionally, staff conducted several in-depth community conversations to obtain input from target groups, including English language learners, older adults, business owners, and individuals who identify as LGBTQIA+. During the research period, focus groups were conducted related to priorities for a new Central Library with teens, parents, educators and members of the creative economy; input from those groups has been incorporated here as well.

Along with public input, Library staff contributed by interviewing each other about their work and its impact; researching trends in the public library field and other relevant fields; and analyzing statistics and demographic information about the City of Burbank, Burbank Public Library and comparable regional libraries. Over the course of the plan's drafting, staff and Library Trustees provided additional input and interpretation of the information gathered. A complete report of the results of the information-gathering process is available at burbanklibrary.org.

Key Results

- Library users continue to prioritize access to the collection, both physical and electronic, with use of eBooks, eAudiobooks and streaming movies and music continuing to increase each year while use of the physical collection is stagnant or slightly down.
- Reflecting Burbank's place as part of a larger metropolitan area, many Burbank Public Library users are non-residents, including those who work in the media industry and utilize the libraries as a meeting place, office or access point for content and technology for their creative process.
- While Burbank is a relatively well-educated and high-income community, need for training in and access to technology is still a major factor. For the Library, this no longer means simply providing wifi and public computers. To remain relevant, the Library must support the technology needed for workforce development for the media industry, as demonstrated by the Spark! Digital Media Lab that opened in January 2020.
- Desire for Library programs – which are free and easily accessible – remains high. The community views the Library as a place to learn, be entertained, connect, and explore the larger world.
- The Library has the opportunity to take a major role in leading the community through change, complex conversations and increased engagement, in areas ranging from diversity to homelessness to current events.
- Recognition of the need for a replacement Central Library is high among users, who see the opportunity for a more modern building to meet additional community needs.
- Trends in libraries suggest continued expansion of the scope of work, the need to let go of outdated practices and better respond to change, and a requirement to balance online and in-person uses.
- Staff are committed to their work and the community but feel they could do their jobs better with more modern spaces, additional training, consistency of the user experience across locations, and more resources.



About Burbank

THE CITY OF BURBANK was incorporated in 1911 and has a population of about 107,000 with a daily workforce of about 150,000. Primary employers are Warner Bros., Disney, and other media industry firms. With the expansion of local workforces by employers including Warner Bros. and Nickelodeon, jobs in entertainment and content production will continue to dominate, requiring access to technology, education, and continued skill-building for the local workforce. Burbank residents on average are slightly older, better educated and have higher incomes than the national average. Housing costs are growing far faster than inflation, putting a strain on many families. Primary languages spoken are English, Spanish and Armenian, with a growing Armenian immigrant population. As a local government, Burbank is a full-service city, with its own libraries, police and fire services, and utility. Burbank Unified School District serves about 15,000 students and is a draw for families to move to the area.



About Burbank Public Library

BURBANK PUBLIC LIBRARY was founded in 1913 and has three locations: Central, Buena Vista, and Northwest. The Library lends material in a variety of formats, including eBooks, and offers programs for all ages on subjects ranging from arts and literature to science, technology and current events. Flagship programs include a volunteer-based tutoring program for adults who read below an 8th grade level, the Spark! Digital Media Lab, and the Burbank in Focus collection of digitized historical photos. The Library is supported by a volunteer corps and Friends of the Library group and also coordinates the Sister City program on behalf of the City of Burbank.

BEHIND THE SCENES 2018-19



Take a look at how your community used your Library system in fiscal year 2018-19

720,994

visits to branches



44,926

eLibrary checkouts



visits to the website

438,730

852,415

items borrowed



617 programs

179,600

public computer sessions



29,130

total attendance

56,726

wifi logins

85,301

reference questions



31,352

technology assistance

BURBANK PUBLIC LIBRARY is committed to providing collections and services that respond to the needs of the community.

To that end, we invite feedback and participation in determining how we carry out that mission.

To learn more about the Library or to get involved visit burbanklibrary.org.

Burbank Central Library
110 N. Glenoaks Blvd.
818-238-5600

Buena Vista Branch Library
300 S. Buena Vista St.
818-238-5620

Northwest Branch Library
3323 W. Victory Blvd.
818-238-5640