



Berkeley Public Library

2025 - 2029 Strategic Plan

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Mission

The Berkeley Public Library connects our community.

Vision

The Berkeley Public Library strives to enrich the lives of residents by:

- Helping residents develop skills to be successful in all stages of their lives;
- Creating an inclusive and welcoming environment for discovery, the exchange of ideas, and cultural experiences;
- Supporting local businesses and partner organizations in the community;
- Offering opportunities for residents to gather, learn, create, and grow.

Values

Connection - The library commits to connecting residents with resources, information, and opportunities for creativity and social interaction.

Customer Service - The library staff creates a welcoming environment and provides materials and services sought by our community.

Free and Equitable Access - The library believes all individuals have the right to choose for themselves what to read, hear, or view.

Fiscal Responsibility - The library responsibly manages and oversees the resources provided by residents.

GOAL

1



Grow the use of the library's resources and services.

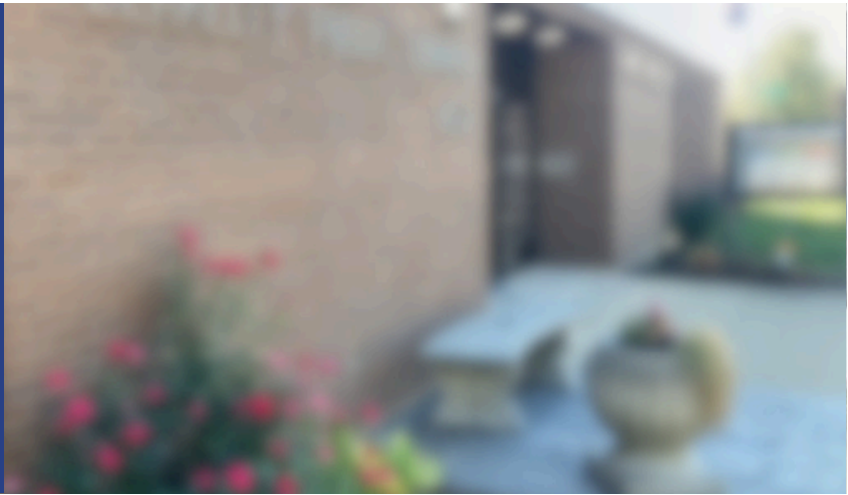
- Expand the awareness of and opportunities for experiences when utilizing the library.
- Identify and implement strategies to make it easier to access materials in person and remotely.
- Increase community engagement with the library through innovative programs, technology, and access to hands on learning.
- Evaluate the balance and use of our physical and digital collections to create a dynamic collection that reflects the community's interests.
- Optimize ways to develop, display, and promote collections within the library.

Outcome

The library serves as an educational community asset to answer questions, find information, and connect users with resources and experiences.

GOAL

2



Enhance the library's role in the community.

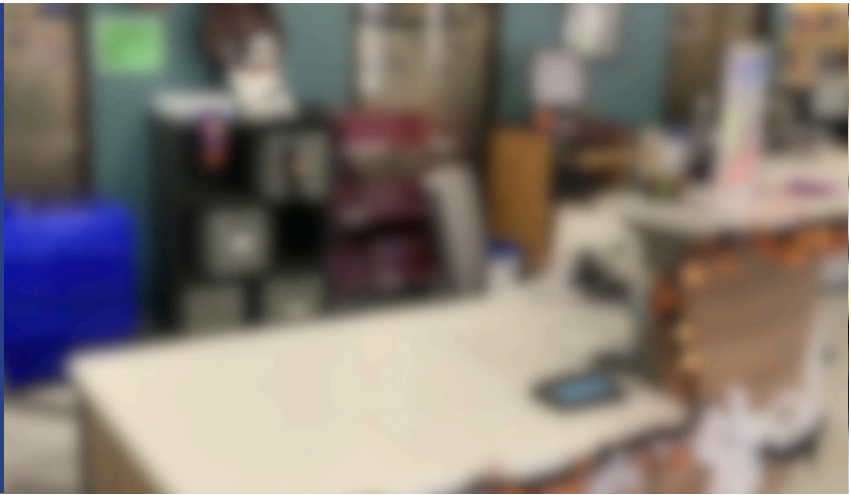
- Pursue opportunities to reach members of the community who have not traditionally been library users.
- Expand strategies to engage the community and provide services to users where they are by making use of off-site, virtual, and remote options.
- Increase the library's service to bilingual and non-English speaking families.
- Provide a broad diversity of ideas, perspectives, and opinions in the library's collections, programs, and displays.
- Promote opportunities that celebrate the cultural diversity of the community.
- Strengthen existing partnerships and foster community connections to the library through programs, events, and services.

Outcome

The library is a community hub that brings new ideas and new resources to its users, deepening its impact on the community.

GOAL

3



Ensure the library is able to provide a usable and welcoming space into the future.

- Develop a community arts and crafts space to support a variety of interests.
- Update the library's interior to allow for a wide range of uses.
- Provide training to library staff and encourage development of new skills.
- Develop and maintain responsible budgetary measures to ensure proper maintenance of the library's facility and grounds.
- Create opportunities for the library to thoughtfully respond to community needs.

Outcome

The library will have a safe, well-maintained facility that will provide flexibility to future generations in the community.