



BLANCHARD COMMUNITY LIBRARY 2025-2030 STRATEGIC PLANNING

PRESENTED BY MAISHA COLE PERRI & RICK REYES

COMMUNITY OUTREACH

With support from the city, Parks and Recreation, community leaders, and local media, we achieved broad and effective outreach.

BIG TECH

We used Google Forms to collect data, Google Translate to ensure accessibility, and ChatGPT to assist with analyzing the responses.

2025-2030

The library director and staff will collaborate to identify actionable steps and define the envisioned outcomes of this strategic plan, reporting back with clear, measurable goals that align with community input and advance the library's mission.

2024

2025

245

101001

4.12.25

2030

BOARD INPUT

Input from the Board Committees informed and strengthened the strategic plan, ensuring that each goal was guided by specialized expertise and aligned with our collective vision.

RESPONDENTS

We received feedback from every district in Santa Paula.

COMMUNITY REVIEW

Today's Saturday meeting is a way to share our process and outcomes openly with the community, ensuring everyone stays informed and included.

BLANCHARD COMMUNITY LIBRARY

STRATEGIC PLANNING PROCESS



WITH GRATITUDE

This planning stands on the foundation of years of dedication from our library staff, current and past board, volunteers, and YOU—our community.

Thank you for helping us grow, learn, and dream big.

MISSION: FOR EVERYONE

Blanchard Community Library envisions a vibrant, inclusive, and well-resourced hub that honors our past while shaping the future. We provide free and open access to information, ideas, books, and technology—empowering every member of our diverse community to learn, grow, and thrive.

We are committed to:

- Fostering a love of reading and lifelong learning
- Creating a safe, welcoming, and accessible space for all
- Expanding access to training and resources
- Promoting equity through inclusive services
- Embracing sustainable and innovative solutions

Blanchard Community Library is a place where everyone is treated with dignity, encouraged to pursue their goals, and inspired to be part of an engaged, informed community.

BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives



BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives



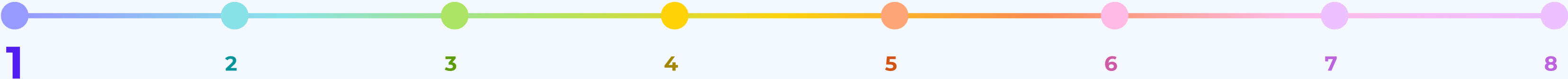
GOAL 1

**Enhance
Children's
and Youth
Services**

Initiatives

- **Expand children's programming (storytimes, STEM activities, crafts, robotics).**
- Develop a consistent, accessible play area and Lego room.
- Increase teen-specific programming beyond book clubs (arts, technology, leadership).
- **Improve and expand the children's literature collection, balancing classic and contemporary works.**

***Initiatives in bold are already in progress!**



BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives



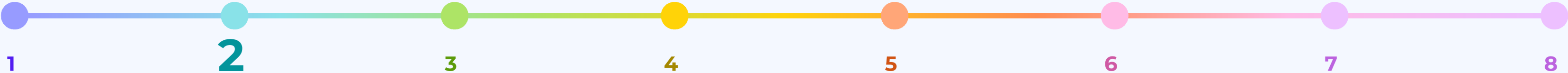
GOAL 2

Strengthen Community Engagement

Initiatives

- Enhance marketing and communication efforts through social media, local media, and community partnerships.
- **Continue to offer diverse adult programs (workshops, concerts, lectures, skill-building classes).**
- Increase bilingual and multicultural offerings (bilingual story-times, Spanish/**English classes**).
- Host more community-driven events fostering dialogue, culture, and creativity (**poetry open mic, seed exchanges**, chats with elected officials).
- Host wellness education events.

***Initiatives in bold are already in progress!**



BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives

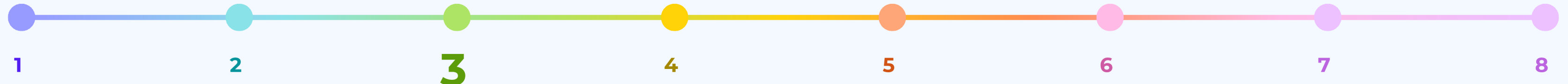


GOAL 3

Expand and Diversify Library Collections

Initiatives

- **Grow and update the physical and digital collection, emphasizing new releases and community-requested titles.**
- Expand Spanish-language and bilingual literature and digital resources.
- *Further publicize (SAVE) the ZIP Books program,*
- Add specialized collections (graphic novels, audiobooks, board games, **national parks** and museum passes).



BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives

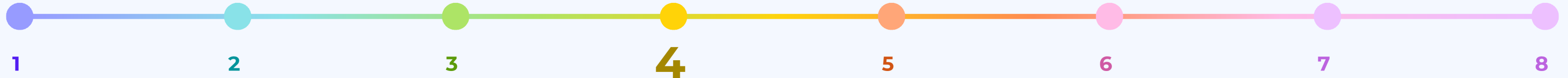


GOAL 4

Modernize and Improve Library Facilities

Initiatives

- Address sound control and acoustics to create quieter, conducive learning environments.
- Redesign the children's area with improved furniture, enclosed play spaces, and appropriate amenities.
- Expand quiet study spaces, adding individual desks equipped with electrical outlets.
- Create an outdoor reading patio and explore amenities such as a coffee cart.
- Fundraise and build Community Hall



BLANCHARD COMMUNITY LIBRARY

Strategic Goals & Initiatives



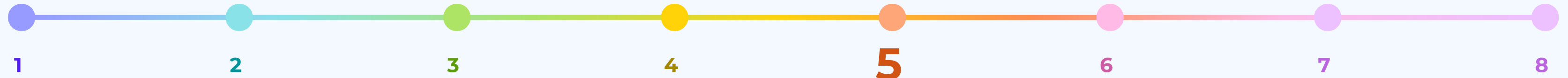
GOAL 5

Increase
Access to
Technology
and Digital
Literacy

Initiatives

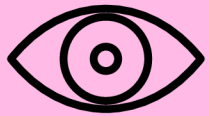
- **Upgrade library computers and enhance internet connectivity** and develop tech plan around technology.
- Develop and offer digital literacy classes tailored to different age groups.
- Explore new technological offerings such as **3D printing**, podcast recording studio, and virtual programming.
- Provide **user-friendly printing** and scanning services.

***Initiatives in bold are already in progress!**



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Strategic Goals & Initiatives



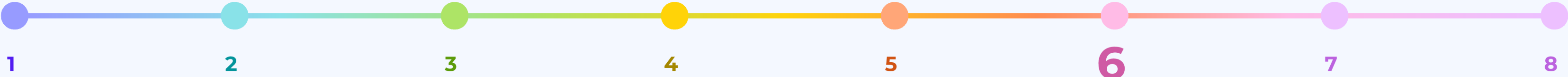
GOAL 6

Expand Accessibility and Outreach

Initiatives

- **Extend library operating hours**, particularly evenings and weekends.
- Enhance communication strategies for clearer, timely updates about programs and resources.
- Develop a "Library of Things," including lending household items, gardening equipment, and tools.
- **Grow mobile outreach unit for school visits, community events, and homebound service deliveries.**

***Initiatives in bold are already in progress!**



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Strategic Goals & Initiatives



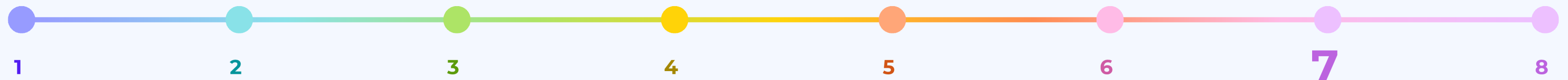
GOAL 7

Foster Strategic Partnerships

Initiatives

- Establish and deepen partnerships with local schools, nonprofits, and businesses.
- Collaborate on community programs, co-sponsored events, and resource-sharing initiatives.
- **Facilitate regular community feedback through surveys, focus groups, and public dialogues to remain responsive and adaptive.**

***Initiatives in bold are already in progress!**



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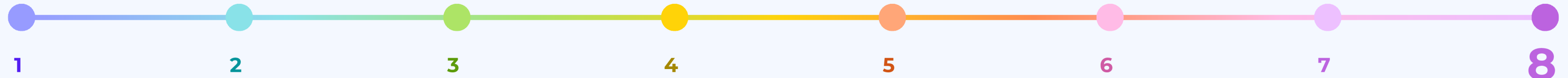
GOAL 8

Promote Inclusive and Welcoming Environment

Initiatives

- Ensure library spaces remain accessible, inclusive, clean, and safe for all users.
- Expand English and **Spanish language learning resources** and personalized tutoring support.
- Integrate inclusive programming, ensuring offerings reflect community demographics and diversity.

***Initiatives in bold are already in progress!**



2025-2030 STRATEGIC PLANNING NEXT STEPS

01

**COMMUNITY
FEEDBACK**

This strategic plan is being shaped by extensive community feedback, ensuring that the library's goals reflect the diverse voices, needs, and aspirations of the people we serve.

02

**STEPS THAT
CAN BE TAKEN**

Library staff and the director will collaborate with staff to identify actionable steps that align with community input and move the library's mission forward.

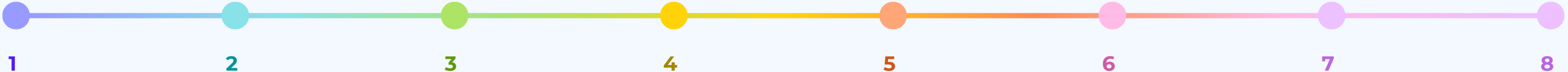
03

**OUTCOME WE
ENVISION**

The library director and staff will define the envisioned outcomes of this strategic plan and report back with clear, measurable goals to guide implementation and accountability.

BLANCHARD COMMUNITY LIBRARY

From Vision to Action



QUESTIONS?

Open discussion for questions or clarifications before concluding.

THANK YOU

FOLLOW-UP LISTEN: BCL PODCAST