Alexandria Library 5-Year Plan
2022-2026

"I think a library is the life blood of a community. I think Alexandria has a great library system and I thank you all for all your efforts."
-survey feedback

Library Mission

The Alexandria Library builds community by providing opportunities to learn, explore, create and connect.

Charles E. Beatley, Jr. Central Library
5005 Duke Street
703.746.1702

Kate Waller Barrett Branch Library
717 Queen Street
703.746.1703

Ellen Coolidge Burke Branch Library
4701 Seminary Road
703.746.1704

James M. Duncan, Jr. Branch Library
2501 Commonwealth Avenue
703.746.1705

MESSAGE FROM THE DIRECTOR

Strong libraries are needed today more than ever as we are one of the few institutions that brings the community together in spite of differences in politics, religion or socio-economics. We will succeed as long as we remember that we are here to offer knowledge and possibility to all who enter our doors.
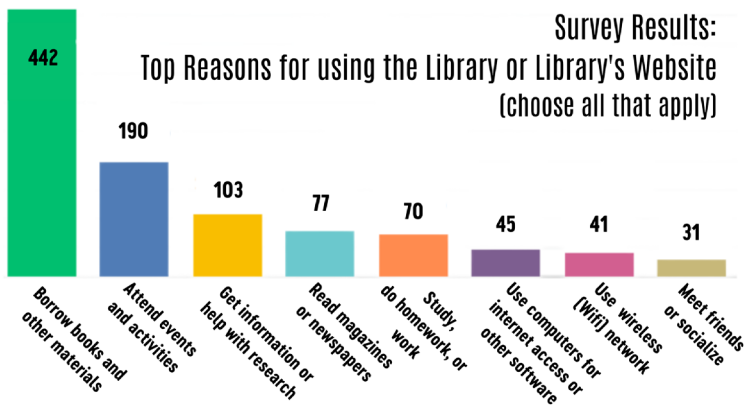
In 2021, the Alexandria Library embarked on a refresh of its Five-Year Plan. Staff conducted research on the community's makeup, including changing demographics, educational attainment, languages spoken and social economic status. Community surveys were created in multiple languages and shared inside branches, on the Library website, social media, and during limited outreach. While focus groups were conducted, participation was limited due to the pandemic.

Through this process, the seven focus areas where we believe the Library can have the greatest impact on the City of Alexandria were re-affirmed. Over the next five years the library will use this guidance to better serve the community.
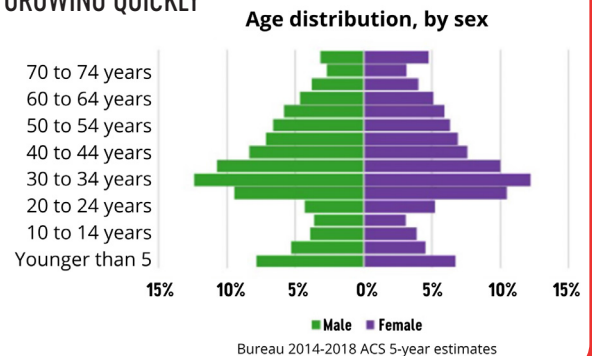
Rose T. Dawson

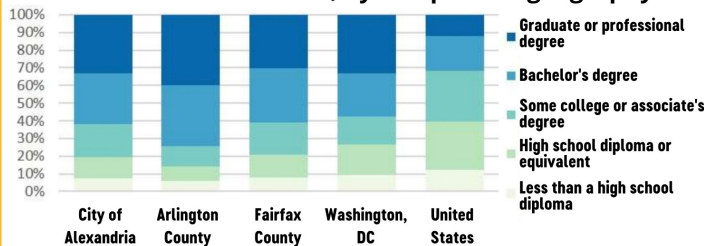Rose T. Dawson, Executive Director, Alexandria Library

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The Alexandria Library builds community by providing opportunities to learn, explore, create, and connect. The Library focuses that goal in the community through different service priorities as established in its 5-Year Plan. The Alexandria Library refreshed its 5-Year Plan by inviting input from the community and other partners to update its priorities and objectives.

Survey Results: Top Reasons for using the Library or Library's Website (choose all that apply)

Reason	Count
Borrow books and other materials	442
Attend events and activities	190
Get information or help with research	103
Read magazines or newspapers	77
Study, do homework, or work	70
Use computers for internet access or other software	45
Use wireless (Wifi) network	41
Meet friends or socialize	31

CHILDREN AGES 5-14 AND SENIOR POPULATIONS ARE GROWING QUICKLY

Age distribution, by sex

Age groups (top to bottom): 70 to 74 years, 60 to 64 years, 50 to 54 years, 40 to 44 years, 30 to 34 years, 20 to 24 years, 10 to 14 years, Younger than 5

Axis: 15% 10% 5% 0% 5% 10% 15%

■ Male ■ Female

Bureau 2014-2018 ACS 5-year estimates

Educational attainment, by comparison geography

Categories:
- Graduate or professional degree
- Bachelor's degree
- Some college or associate's degree
- High school diploma or equivalent
- Less than a high school diploma

Geographies: City of Alexandria, Arlington County, Fairfax County, Washington, DC, United States
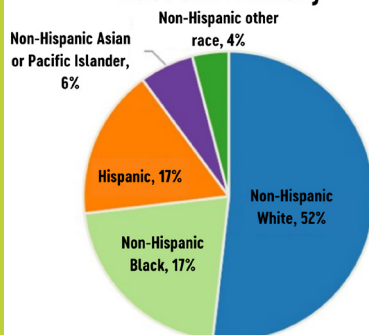
Sources: US Census Bureau 2014-2018 ACS 5-year estimates

Survey results for which services and programs to prioritize (choose all that apply)

Service/Program	Count
Library materials (physical)	315
Library materials (digital)	309
Adult events/activities	256
Community meeting place	241
Public access to internet/computers	237
Child & Teen events/activities	229
Expanded hours	190
Well trained staff	183
Career help/training	181
Local History/Special Collections	160
Foreign language materials, resources, and classes	155
Diverse staff	139
Materials for visually impaired	132
Outreach/Community engagement	123
Fundraising	101
Small/new business resources	81
Public input/feedback opportunities	58

Race and Ethnicity

- Non-Hispanic White, 52%
- Non-Hispanic Black, 17%
- Hispanic, 17%
- Non-Hispanic Asian or Pacific Islander, 6%
- Non-Hispanic other race, 4%

Sources: US Census Bureau 2014-2018 ACS 5-year estimates

18.8% of the City's children live below the poverty line

ALEXANDRIA LIBRARY

Support for Learners of All Ages

Provide increased support for learners of all ages through enhanced workshops, materials and staff development.

- Provide programming and resources for families, young children and youth to ensure school readiness, academic success, and career readiness.
- Expand programming efforts targeted to older adults and their unique needs and interests.
- Increase support for English Language Learners (ELL) throughout the community by emphasizing onsite instruction and supporting materials.

Library Collections

Provide additional resources for customers and enhanced access to special collections through strategic budgeting, acquisitions and collection maintenance.

- Expand world language collections to meet the needs of the community.
- Examine usage data to better allocate Library resources to purchase materials in both print and electronic formats that align with community needs and wants.
- Special collections will emphasize digitizing collection indexes and research guides to allow a wider audience to access the collection.
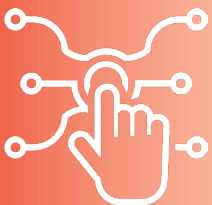
Technology Management and Access

Become known as a technology leader within the community by providing innovative services and access to technology and training.

- Provide community members of all ages with access to innovative technology.
- Identify community partners to assist with training for staff and customers.
- Effectively manage and evaluate existing and new technology offerings.

Library as a Community Hub

The Library is recognized as a community gathering space through its welcoming facilities, excellent customer service and diverse programmatic offerings.

- Provide safe, clean, and comfortable facilities and spaces.
- Conduct facilities assessments/space evaluations at all locations.
- Provide programming that is diverse, dynamic, educational, and supportive of community concerns.

Organizational Health and Development

Retain dedicated and engaged staff members, committed to the Library's mission and their roles in implementing strategic initiatives.

- Offer comprehensive training to staff to increase performance, accountability, job satisfaction and retention.
- Promote and reward employee retention and loyalty through recognition programs.
- Work with the City of Alexandria to ensure compensation and benefits are competitive and allow us to hire and retain staff.

Community Relations, Marketing and Branding

Increase the Library's visibility throughout the community through comprehensive outreach, updated marketing materials and consistent branding.

- Create and implement a comprehensive marketing plan and maintain a constant brand with complementary marketing materials.
- Increase the Library's visibility in the community through outreach and civic engagement efforts such as participating in after school program outreach, farmers' markets, and tabling at local City events.
- The Library will expand its outreach to underserved populations with the addition of an electric vehicle.
- Increase the Library's social media presence.

Fundraising and Advocacy

The Library will work with City government to secure adequate funding and will seek out fundraising and grant opportunities to further our mission.

- Work with the Library foundations and Library Friends groups to develop funding support.
- Develop an annual advocacy program to gain public and private support.
- Cultivate relationships with key community advocates and organizations.

Additional details about the 5-Year Plan, the underlying data, and the community survey can be found online at:
alexlibraryva.org/5-year-plan

Follow us on social media!

ALEXANDRIA LIBRARY 85TH ANNIVERSARY 2022

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@alexlibraryva