Standards for Oregon Public Libraries
Oregon Library Association
Public Library Division
(2017 Revision)

Contents

Introduction

In the fall of 2012, the Public Library Division of the Oregon Library Association, in association with the Oregon State Library, convened a committee of library professionals from small, medium, and large public libraries across the state to review and rewrite the **Standards for Oregon Public Libraries**.

Under the direction and leadership of the Board of Directors of the Public Libraries Division of the Oregon Library Association, the committee created this document to assess and guide the development of quality library service for all Oregonians. It was the intention of the committee to provide a relevant and useful tool for library professionals to not only manage the resources entrusted to them under state law, but also to provide assistance in strategic planning regardless of the current level of services offered.

Vision

The committee was guided by the Oregon Library Association's **Vision 2020** statement, officially adopted in 2010.

Vision 2020 is intended to paint a picture of the challenges and opportunities Oregon's libraries will face in the next decade and explicitly charges the divisions, committees and task forces of the Oregon Library Association to take on the concrete work of making the principles of Vision **2020** a reality. The guiding principles of collaboration, flexibility, and innovation as stated in **Vision 2020** provide the framework for these standards. [Provide link to Vision 2020 here.]

The standards committee recognizes the diversity of libraries across the state and developed these standards to allow for the strength this diversity creates, and the adaptability it requires. By meeting these standards, a library establishes a baseline from which it can strive for excellence. To better support innovation in library services, the standards establish a starting point that library boards and staff can use to direct local long-range planning efforts. Although the standards define good and reasonable library service, The Oregon Library Association would like to recognize exemplary libraries as well and provide mentoring and support opportunities for libraries that are struggling.

Process

Each major heading has check boxes for essential, enhanced and exemplary (definitions below). The Public Library Division recognizes that there are many ways to achieve excellence. The standards listed are simply a means, not necessarily an end. In other words, some libraries may achieve an exemplary level, and the outcomes, without achieving any of the standards listed. In

that case, a library may choose to check exemplary and offer an explanation on its unique means.

A library will know it has met a standard when:
Levels of achievement:

- Essential: the basic level. A public library operating below essential is in critical condition and needs local, state and OLA support.
- Enhanced: this level recognizes programs, services and other aspects of a public library that stand out compared to their peers.
- Exemplary: this level recognizes public libraries for being state and national leaders.

1. Governance

Governance Standards ensure that each Oregon public library shall be legally established, publicly funded, and publicly managed in a way that provides transparency and accountability to the taxpayers. Each library shall be responsive to the community served, and shall have policies and procedures in place to establish competent library management and lawful employment practices.

1.1. Services and Leadership
In order to meet essential standards, each Oregon public library shall adopt and review national and local policies responsive to the local community.

Outcome: The community has access to free public library services and is confident in the effective leadership of the library.

☒ Essential   ☐ Enhanced (n/a)   ☐ Exemplary (n/a)

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
x		The library is a legally established public library according to Oregon State Law.
x		The library is significantly supported with funds from local governments on an ongoing basis. Grants and private donations supplement, but do not supplant, the responsibility of the local funding authority to support the library.
x		The library has adopted ALA Code of Ethics.
X		The library has adopted the ALA Library Bill of Rights.

X		The library has adopted the ALA Statement on the Confidentiality of Library Records.
X		The library has adopted the ALA Freedom to Read Statement
X		The library has adopted the ALA Freedom to View Statement.
X		The library has adopted the ALA Free Access to Libraries for Minors Statement.
X		The Library Board meets at least quarterly and has written bylaws.
X		Governing body with Library Board involvement hires the director according to local, state and federal regulations and delegates the day-to-day management of the library to the director.
X		When permissible, the Library Board has staggered, finite terms of service. There is a limit on the number of consecutive terms a member may serve on the board.
X		The Library Director or designee submits an annual statistical report, filed with the state library.
X		The library has a written mission statement.
X		Appropriate authority evaluates the performance of the director annually.
X		The library reviews all national and local library policies at least once every three years.
	X	The library reviews its strategic plan at least once every three years.
x		The library provides easy public access to all written policies and by-laws, both in print and online.

Enhanced—None

Exemplary—None

1.2. Policies and Procedures

The library has written operational policies and procedures, adopted and reviewed by the appropriate authority, which cover the following standards.

Outcome: Community members have access to public library services provided in a consistent manner. Community members consistently experience efficient, effective and courteous library service.

The community benefits from well-planned library services, technologies and facilities. Community members are aware of the library's role in their community and have access to the library's long-range plan. Community members are engaged in library assessment and planning and are more knowledgeable about the library and its impact on the community.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library reviews all operational library policies at least once every three years
X		Circulation (can we turn this into a sentence? All of these all the way down?)
X		Collection Management
X		Confidentiality and Privacy
X		Emergencies and Safety
X		Facilities
X		Exhibits and Displays
X		Finances
X		Gifts and Donations
X		Human Resources
X		Interlibrary and Interagency Cooperation
X		Internet and Other Technology Issues
X		Patron Suggestions
X		Programming
X		Request for Reconsideration of Materials
X		Rules of Conduct for Library Users
X		Social Media
X		Strategic Plan
	X	Technology Plan
X		Use of Library Equipment
x		Use of Library Meeting Rooms

Enhanced

Yes	No	Standard
		The library reviews the technology plan annually.
x		The library provides orientation and continuing education support for Library Board.
	X	Trustees participate in continuing education activities such as the OLA Annual Conference.
x		The library has a disaster preparedness plan for both the facility and ongoing services.
	x	The library conducts a formal study of community needs at least every five years.

Exemplary

Yes	No	Standard

	X	The library holds an annual retreat attended by Library Board and Library Director that includes a self-evaluation process.
x		The library has a disaster preparedness plan that outlines the library's responsibilities in case of a community-wide disaster, and participates in training exercises annually.

2. Ethics

Ethics Standards ensure that each Oregon public library shall adhere to our profession's ethical principles. As members of the American Library Association, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of librarians, other professionals providing information services, library trustees and library staffs.

We significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, we are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.

The principles of this Code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library provides the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests
X		The library upholds the principles of intellectual freedom and resists all efforts to censor library resources.
X		The library protects each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.

X		The library respects intellectual property rights and advocates balance between the interests of information users and rights holders.
X		Library staff treat co-workers and other colleagues with respect, fairness, and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.
X		Library staff do not advance private interests at the expense of library users, colleagues, or our employing institutions.
x		Library staff distinguish between personal convictions and professional duties and do not allow personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.
x		Library staff strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

These codes of ethics were Adopted at the 1939 Midwinter Meeting by the ALA Council; amended June 30, 1981; June 28, 1995; and January 22, 2008.

3. Staff

Library staff create and maintain programs and services integral to the mission of the public library in relation to its community. The design of the staffing standard supports both the processes and resources necessary to provide equal, consistent, and quality service in a manner sustainable for the future.

Every member of library staff, paid or volunteer, contributes to the library's primary mission: providing uncompromising access to information. All library staff actions are in service to the public and social wellness of the community.

Library staff, regardless of degree or position, must possess the depth and breadth of knowledge necessary to provide quality service. To ensure service of the highest quality, must provide all staff with the education, training, and support necessary to identify and meet the needs of their patrons and community.

3.1. Human Resources
The library maintains and adheres to accessible, well-defined, and consistent written policies governing the training, performance, and recognition of all staff in order to provide a clear and transparent organizational environment. The library also maintains a full staff of well-qualified professionals and paraprofessionals in possession of the skills,

knowledge and abilities to serve the community as outlined in the library's mission, goals, and strategic plans.

Outcome: By maintaining efficient policies and procedures and actively supporting professional development, the library is able to provide excellent services to its community delivered by a highly educated and passionate staff.

☐ Essential ☐ Enhanced ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library employs a full-time, paid director possessing a Master of Library Science degree from an ALA accredited institution or who has equivalent training or education.
X		The library employs paid staff members who are present during all library service hours.
X		The library maintains sufficient staff to provide the services central to the library's mission and goals.
1/2		The library maintains contemporary, written job descriptions for all classifications and provides regular job performance evaluations for all staff members. (Need new job descriptions)
X		Written job descriptions include a defined salary range and benefits package for each job description that is comparable to the average for all library services staff in each category for similarly sized entities.
X		The library provides a salary and benefits package at or above the median for that of all library services staff in each category for similar positions in the same jurisdiction or in other local government bodies.
	x	The library maintains, supports, and funds an annual staff development plan. (no written plan)
X		All written personnel policies related to effective personnel management are correlated with policies of the governing body.
X		Library policies and procedures address the work and contributions of non-employees and volunteers.
x		Library volunteers enhance the general level of library service but do not replace the services provided by paid library staff.
X		The library provides and adequately funds advanced professional levels of library support services; this includes but is not limited to information technology support and collection management.

Yes	No	Standard
X		The library provides sufficiently trained staff to facilitate an advanced, professional level of public library services to all ages, in four or more of the following areas: reference services, youth services, reader's advisory, community outreach, event programming, services in languages other than English, and technology support during all library service hours.
X		The library selects volunteers through a defined hiring process which may include a background check.
X		The library matches volunteers to the specific needs of the library.

Enhanced

Yes	No	Standard
X		The library employs qualified librarian(s) who possess a Master of Library Science degree from American Library Association-accredited institutions, or who have equivalent training and education.
x		The library provides sufficiently trained staff to facilitate an advanced, professional level of public library services to all ages, in five or more of the following areas: reference services, youth services, reader's advisory, community outreach, event programming, services in languages other than English, and technology support during all library service hours.
x		All staff members receive salary and benefits packages which are within the top twenty-five percent for comparable positions in the same jurisdiction or in similar local government bodies.

Exemplary

Yes	No	Standard
	X	The library provides sufficiently trained staff to facilitate an advanced, professional level of public library services to all ages, in all six of the following areas: reference services, youth services, reader's advisory, community outreach, event programming, services in languages other than English, and technology support during all library service hours.
	?	All staff members receive salary and benefits packages which are within the top five percent for comparable positions in the same jurisdiction or in similar local government bodies.
	X	The library maintains a succession plan for all professional library positions.

3.2. Diversity and Community Engagement

Libraries must provide the education, training, and support necessary for staff to design and implement appropriate community needs responses. Libraries which are actively aware of demographic changes in their service area are more able to effectively service their community. Consequently, libraries are more capable of providing staff,

programming, and collections which meet the needs of both minority and majority populations.

Libraries must maintain an active and engaged presence to remain an integral part of their communities. Consequently, libraries must actively seek input on the library's work and stewardship from community members and groups in addition to library users.

Outcome: *All who enter the library feel welcome and find the services, collections, and programs of the library meet their unique needs. The community as a whole benefits from strong collaborations among local organizations. Additionally, when library staff is involved with communal activities, the library as an organization can more fully participate in its community.*

☐ Essential ☐ Enhanced ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential- We need to emphasize this area in the next Strategic Planning process

Yes	No	Standard
		The library's strategic plan includes specific goals for surveying community diversity.
		The library's strategic plan articulates a method for reflecting the demographic, ethnic, and social diversity of its community.
		The library provides diversity training to all staff.
		Diversity training is reflected in staff development plans.
		As part of its regular strategic plan review process, the library evaluates the linguistic, ethnic, and cultural diversity of its community.
		The library utilizes diversity assessment in developing library services and programs to meet the needs of minority populations.
		If more than 10% of the community speaks a language other than English in the home, the library responds by adding staff or volunteers capable of speaking with and culturally engaging with those patrons in their primary language.
		To advocate for the library, Friends and Foundation groups, boards, volunteers, non-employees, and library partners are well trained in the mission, goals, and strategic plan of the library.
		The library encourages and supports staff participation in community organizations and groups as outlined in the staff development plan.

Enhanced

Yes	No	Standard

Yes	No	Standard
		If more than 5% of the library community speaks a language other than English in the home, the library ensures that its staff and/or volunteers are capable of speaking and culturally engaging with those patrons.
		Trained staff deliver culturally and socially relevant services for new immigrants in their primary language(s)
		In response to library needs assessment, staff develop outreach programs to address the current and projected needs of their community.

Exemplary

Yes	No	Standard
		If more than 1% of the library community speaks a language other than English in the home, the library responds by adding staff and/or volunteers capable of speaking and culturally engaging with those patrons.
		Trained, professional librarians oversee culturally and socially relevant services for new immigrants in their primary language(s).

3.3. Staff Duties and Responsibilities

Public libraries are thriving learning centers, community gathering places, and places of play and discovery. Successful libraries require dedicated, engaged library staff who are committed to the discipline of library science; the library's staff is central to the library's success as an institution that supports learning, community engagement, and cultural expression.

Outcome: Every Oregon citizen, regardless of rural, urban, or suburban locality, enjoys the benefits of professional and professionally assisted staff. These excellent staff members provide professional, relevant library services and collections that meet and exceed community needs and expectations.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		Professional librarians oversee the collections, programs, outreach, and services for children, teens, and adults. Professionals are defined as holding a Master of Library Science degree from an American Library Association accredited institution or its equivalent in education and experience.
X		Formally trained, qualified staff oversee technical matters such as (but not limited to) information technology, cataloging, and finances. These staff

Yes	No	
		member(s) may be employed by the library directly or work closely with the library through a parent agency (e.g. local government).
	X	The library maintains and follows a written plan for recognizing outstanding achievement by library staff and volunteers.

Enhanced

Yes	No	Standard
X		A staff member coordinates and oversees public relations and marketing for the library, including the use of social media and other emerging communication media.
X		Professional librarians coordinate and deliver at least 50% of the collections, programs, outreach, and services for children, teens, and adults.

Exemplary

Yes	No	Standard
	x	A dedicated library staff member who possesses formal training in marketing and communication is given the primary focus of coordinating and overseeing public relations and marketing for the library, including the use of social media and other emerging communication media.
x		Professional librarians coordinate and deliver at least 75% of the collections, programs, outreach, and services for children, teens, and adults.

3.4. Staff Development and Learning

The library constantly strives to adapt to meet the needs and interests of its community. One of the major engines of this growth is the library staff; consequently the library must actively support continuing education and professional development of its staff.

With the rapid technological advances in Oregon libraries, all staff must be able to utilize complex technological services and operating procedures. Staff must also stay abreast of current professional and government trends, specifically those which directly impact their community.

Outcome: Library staff members are educated, engaged, and capable of adapting to community needs. The public benefits from staff that are valued, respected and creatively encouraged to provide innovative services for their communities, as well as enthusiastic in their service.

☐ Essential　　☐ Enhanced　　☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library provides the resources and technological tools required for professional education and development.
X		The library supports staff participation in continuing education programs and self-education. This support is provided in the form of time allotted for training, learning, teaching, and in the form of financial support for education opportunities that require fees, travel expenses, etc.

Enhanced

Yes	No	Standard
	X	The library supports staff participation in state and national professional associations. (we encourage it, but don't pay for dues)
X		Professional librarians and management staff participate in the Oregon library community.
½		Professional librarians and management staff "give back" by sharing their education and professional experiences with the library community.
	X	All employees, regardless of classification or job type, set annual goals in accordance with the staff development plan for personal and professional development with their direct supervisor.

Exemplary

Yes	No	Standard
	1/2	Support for professional development, publication, conventions, classes, and other means of development is an integral part of the library's strategic plan and is generously funded by the library.

4. Materials

Providing access to materials and information resources is integral to the public library. These standards address the importance of developing a collection of materials that is reflective of and responsive to the community which the library serves. In addition to outlining a strategic approach to all steps related to material acquisition, access and assessment, the following standards also acknowledge the need for a dynamic approach to technology as it impacts library collections. Beyond the need to provide access to both print and electronic resources as appropriate for the community served, these standards embrace the value added by collaboration and cooperation, from allowing for material requests from members of the community to engaging in resource sharing.

4.1. Community Value

The library will obtain, organize, and make conveniently available to all the people of the community educational, recreational, and informational materials in convenient forms, including print, non-print and electronic.

Outcome: The community has access to items in a variety of formats and reflecting a balanced collection.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library adopts a Collection Management Plan which includes policies and procedures for selection, de-selection, reconsideration, conservation, preservation, gifts, donations, and special collection items.
X		The library provides a dynamic collection which reflects the community's needs, interests, local standards, and diversity and is available in formats appropriate for all users.
X		Funds are allocated for purchasing materials and are expended based on the Collection Management Plan and other policies directing library activities.
X		The collection is contemporary, is available in current physical and electronic formats, and provides both in-house and remote access as is appropriate to the format.
X		The library provides materials and access to information representing a wide variety of viewpoints.
X		The library regularly evaluates the items in the collection for retention, replacement, or withdrawal according to the Collection Management Plan.
X		The library maintains material records formatted to facilitate access while complying with existing national cataloging standards and schema to facilitate resource sharing.
X		The library tracks annual circulation statistics per capita with consideration for provision of access measured by service area and turnover rates.
X		The library and staff stay abreast of the technological impacts of changing formats for content delivery.
X		The library places orders at regular intervals throughout the year to ensure a steady flow of new materials for public consumption.
X		Processing procedures provide expeditious access to new materials
X		Circulation procedures provide expeditious access to materials.
X		All users have access to all materials, unless restricted by law or library policy.

Yes	No	Standard
X		The library provides easy and accessible ways for patrons to give written feedback on collections, i.e. purchase suggestion forms and web-based forms.
X		If more than 10% of the library community speaks a language other than English in the home, the library responds by purchasing a significant amount of culturally appropriate materials in that language in a variety of formats.

Enhanced

Yes	No	Standard
X		The library participates in reciprocal borrowing and lending programs, such as participation in consortia or by providing interlibrary loan services.
X		The library reviews the Collection Management Plan within a three year period.
X		The library provides access to online databases as appropriate to meet the needs of the community.
X		The library and staff stay connected with the technological impacts of the e-media market.
X		If more than 5% of the library community speaks a language other than English in the home, the library responds by purchasing a significant amount of culturally appropriate materials in that language in a variety of formats.
	X	The library provides access to adult basic-skills and English-as-a-Second-Language material with reading levels and formats appropriate to meet the needs of patrons who are adult new learners, have developmental disabilities, or possess limited English speaking skills.

Exemplary

Yes	No	Standard
	X	Libraries housing local history and archival collections follow the best practices of the Society of American Archivists.
X		The library provides access to federal, state, and local government documents appropriate to the community.
n/a		If more than 1% of the library community speaks a language other than English in the home, the library responds by purchasing a significant amount of culturally appropriate materials in that language in a variety of formats.
X		The library provides access to special collections appropriate to the community.

5. Services and Programs

Services such as reference, reader's advisory, and services to youth are an integral component of library services and should be available whenever the building is open to the public. The public library develops and offers educational, recreational and cultural programs designed to best meet the diverse needs and interests of their individual communities. Services and

programs are offered free of charge to everyone in the library's service area and are continually evaluated to assure they are effective. Alternate methods of delivery of service need to be explored and provided for populations unable to come to the library facility.

☐ Essential ☐ Enhanced ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library is welcoming and has effective services and programs for community members.
X		The library provides basic services free of charge to everyone in its service population as defined by written policies.
X		The library offers services that include a circulating collection, public technology, story times, and a community meeting space.
X		The library has a public meeting space which is governed by a written policy.
X		The library provides reference and reader's advisory services to patrons of all ages and levels of literacy in person, by telephone, and by text telephone (TTY) or chat services all hours the library is open to the public. (email)
X		The library provides reference and reader's advisory services to patrons with physical disabilities in formats they can utilize.
X		The library provides free summer reading and regular story time programs for children and young adults.
X		The library provides a summer reading program for adults.
X		The library provides trained staff members, who offer assistance to the public during all hours the library is open, in the use of technology, circulation, and access to materials.
X		The library invites patrons to provide written feedback on the library and its services.

Enhanced

Yes	No	Standard
X		The library provides free educational or cultural programs for all ages.
X		The library offers programs to all ages reflecting the community's needs and interests.
X		The library provides a variety of meeting rooms and community spaces based on local needs.
X		The library promotes lifelong learning for all community members.

X		The library provides current information regarding children's, adult and/or family literacy programs.
X		The library provides current information about agencies and organizations that connect programs of interest to the patrons.
X		The library provides staff trained to assist patrons with the effective use of technologies necessary to access and use the Internet and other electronic and non-print resources.
	X	The library ensures effective communication with persons with disabilities at all service points by providing staff with training, adaptive equipment and software, and by making materials available in alternative formats.
	X	The library evaluates patron satisfaction with services on an annual basis.
	X	The library evaluates all services based on whether the service achieves a defined goal/success (outcome measurement) on a regular basis.
X		The library prepares bibliographies and other access guides and user aids to inform patrons of the availability of resources on a specific topic or issue, and makes them available in alternate formats, as appropriate.

Exemplary

Yes	No	Standard
	X	The library provides literacy programming and/or provides space or referrals to other agencies to teach literacy classes.
X		The library provides regular free programs serving informational, recreational, cultural and educational needs to library users of all ages.
X		The library provides services that meet the needs of the demographics of the community including special populations.
X		The library collaborates with other community organizations, schools, and other educational institutions to provide community programs.
X		The library offers programs outside the library building(s).
X		The library provides resources and services to support economic development.
X		The library facilitates or serves as custodian of local history.

Quantitative Standards—Total unduplicated hours the library is open to the public at all facilities.

Population Served	Essential	Enhanced	Exemplary
0—4,999	20	35	50
5,000—9,999	30	45	60
10,000—24,999	40	55	70
25,000 and above	50	60	75

6. Technology

The OLA technology standards have taken a radical departure from recent iterations. Borrowing heavily from the benchmark framework from Library Edge's Initiative, we have proposed a broad-based standard that is broken into three main categories:

- Community Value and Support: external practices that connect the library to the community
- Engaging the Community and Decision Makers: specific programs, services, and support that enable people to get value from their use of technology
- Organizational Management: internal management and infrastructure

The details of specific programs, services and support have been removed due to the ever changing environment of library technology. We hope that these standards will allow libraries to achieve an essential, or greater, standard without requiring them to follow a detailed recipe. We rely heavily on the leadership of each library to determine the best route for success.

6.1. Community Value

Library staff and volunteers provide assistance and training with the goal of increasing the level of digital literacy in the community.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library provides training and one-on-one assistance
X		The library provides access to relevant digital content
X		The library enables community members to create their own basic digital content (e.g. Word or Excel documents)
X		The library provides free public access to the internet through dedicated high speed connections.
X		The library provides remote electronic access to library catalog and other resources 24/7.

Enhanced

Yes	No	Standard
X		The library provides licensed software in the current versions

Exemplary

Yes	No	Standard
	X	The library enables community members to create their own advanced digital content (e.g. photo editing, web design and audio/video recording)
X		The library provides free public internet through wireless access.

6.2. Community Needs

The library provides technology to meet community members' demand for critical areas of research.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library provides technology to meet community members' job-seeking and entrepreneurial needs
X		The library provides technology to meet community members' need for government and legal information and services/assistance
X		The library provides technology to meet community members' need for educational support

Enhanced

Yes	No	Standard
x		The library provides curated guides to resource areas listed above

Exemplary

Yes	No	Standard
	X	The library provides instruction on the resources listed above

6.3. Engaging the Community and Decision Makers

Libraries are a valuable community resource and a strategic partner in helping people and communities improve their quality of life.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library has leaders and staff who actively engage in high level community planning and addressing the digital divide to amplify their value in the community

Enhanced

Yes	No	Standard
X		The library builds strategic relationships with community partners to maximize public access technology resources and services provided to the community.

Exemplary

Yes	No	Standard
	x	The library supports continuous improvement in public access technology services by sharing expertise and best practices with other providers locally, regionally, and nationally.

6.4. Organizational Management

Libraries manage resources so that members of the community who need or want access can get it regardless of ability, skill, personal technology, or available time.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
	X	The library adopts a technology plan.
X		The library integrates public access technology into planning and processes.
X		The library has some staff/volunteers with technology expertise to help patrons achieve their goals.
	X	The library ensures participation in digital technology for people with disabilities.

Yes	No	Standard
X		The library has sufficient devices and bandwidth to accommodate user demand.

Enhanced

Yes	No	Standard
	X	The technology plan is reviewed annually.
X		The library has sufficient staff with technology expertise to help patrons achieve their goals.

Exemplary

Yes	No	Standard
X		The library manages their technology resources to maximize quality by monitoring systems and minimizing out-of-service devices.

7. Advocacy

Today's public libraries are consistently being challenged to do more with less—less money, less staff, and less time. It has never been more important for librarians, staff members, trustees, and others with a vested interest in their public libraries, to convey to their communities the value of the library. Advocacy, the process of acting on behalf of the public library to increase public funds and ensure that it has the resources need to be up to date, is critical to the success of libraries. With proper community relations we can increase awareness and support of library services through advocacy efforts on the library and staff/supporter level.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

7.1. Collaborative Advocacy
Together, our libraries will advocate for broader access, useful legislation and a robust information infrastructure.

Essential

Yes	No	Standard
X		Collaborate with regional libraries for advocacy events when able.
X		Be informed of OLA and ALA legislative issues and promote those issues whenever possible.
	½	Advocate for improved library service at the local, state, and federal level.

	X	Participate in statewide campaigns that focus on public awareness of libraries in order to garner support and funding.
	X	Participate when critical legislative issues arise that affect the future of libraries.
X		Provide information and training to all library staff regarding the impact of customer service and marketing on the library's image and community relations.
X		The library builds and nurtures strategic relationships with other community organizations to support common goals.

Enhanced

Yes	No	Standard
X		Host events to which elected officials are invited to attend.
X		Have representation at events, hearings and programs elected officials attend.
X		Maintain an active list of community interest groups and individuals and regularly provide promotional materials and library updates.
	X	Support OLA Legislative Day with calls, mail and representation.

Exemplary

Yes	No	Standard
	X	Train and provide resources for external advocates for the library.
	X	Design and implement a communication plan for informing interested community members and library supporters about legislation concerning libraries.
X		The library communicates its value to the community.

Staff and Supporter Advocacy—Our libraries will be staffed and supported by people who are educated and empowered to effectively advocate for their organizations, their communities and the information profession. Advocacy must be non-partisan.

Essential

Yes	No	Standard
X		Staff and supporters are dedicated to the marketing and advocacy initiatives of the library.
X		Staff and supporters serve as representatives on behalf of the library, promoting its use, encouraging its development, and enhancing communication between the library and the public.
X		Staff and supporters develop and nurture community stakeholders and educate with the goal of being advocates.

X		The library provides legal and state election law training to staff and supporters.
	½	The library provides support and resources to staff and supporters to ensure that they can be successful advocates.

Enhanced

Yes	No	Standard
X		Active participation in local events, such as festivals and celebrations.
X		Create and nurture relationships with elected officials on community, county, other local governances, state and federal levels.

Exemplary

Yes	No	Standard
X		Participation in pertinent local and state legislature and awareness campaigns.

8. Facilities

As a community commons dedicated to the mind, library facilities should provide the physical space where Oregonians can connect to people, ideas, and information. As library usage continues to rise both nationally and regionally, library facilities should be safe, comfortable, efficient, welcoming and allow for flexibility of space, service, growth, and community priorities. Library facilities should be reflective of an ongoing community assessment process. Libraries may partner with other community organizations to provide space for certain activities. Libraries should consider regional availability of similar services when figuring space needs. Ultimately, each library must consider and reflect its community as the unique entity it is. OLA encourages library leaders to consider excellence in facilities by looking at best practices and the facilities of those libraries succeeding at providing, meeting and surpassing community needs.

8.1. Community Anchor

Community recognizes library as a cultural capital and a symbol of civic pride; community members take pride in their library facility.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		Community and cultural activities take place in the library.
X		Library services are readily available to all residents of the service jurisdiction.

Enhanced

Yes	No	Standard
X		The library is used by a diverse population for a variety of services.
X		The library is a cultural and civic partner in the community.
X		The library offers a full range of services at convenient times.

Exemplary

Yes	No	Standard
X		The library is the "third place" for the community.
X		Community perception of the library facility is regularly assessed.

8.2. Legal

The library is an entity which leads by example, provides a safe, comfortable environment and is responsive to the community.

☐ Essential ☐ Enhanced (n/a) ☐ Exemplary (n/a)

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		Building complies with all federal, state and local codes, including safety, parking and ADA compliance.
X		The library adopts an Emergency Plan.
X		There is adequate space for staff duties and activities.

Enhanced - None

Exemplary—None

8.3. Design

All who enter the library find a pleasing space suited to their needs and wants; the building serves the current and future needs of the community well; the building

supports services and programs for lifelong learning, from pre-natal throughout all stages of life. Technology has not reduced the need for library space; library traffic grows in spite of and because of technology.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library ensures access to its resources and services for patrons with disabilities through the provision of assistive technology and alternative formats, in compliance with the Americans with Disabilities Act.
X		The library includes space for patrons to access library resources via various and multiple formats and devices.
X		The library recognizes multiple audiences and accordingly provides equipment and furniture for their unique needs: Adults, Teens, Children, and People with disabilities.
X		Lighting levels comply with standards issued by the Illuminating Engineering Society of North America.
X		The library provides space that aligns with library's mission and goals. Examples of these spaces are: story time space, study areas, study rooms, quiet space, public meeting space, programming areas with enough space to access and utilize materials, public computing areas, seating areas.
X		The library provides separate areas for staff workspace(s) and breaks and a private area for breast feeding staff
X		The entrance is clearly visible and is located on the side of the building that most users approach.
X		The library provides a convenient, safe book return location during the hours the library is closed. Material depositories are fireproof and are accessible to people with disabilities.
X		The library provides a well-designed interior that encourages self-directed use of the library through appropriate layout and signage

Enhanced

Yes	No	Standard
X		The library has allocated appropriate space for a multitude of users with all materials readily available, furnished with suitable furniture and equipment.
X		The library provides storage areas for equipment and supplies.

X		The library provides a well-lit exterior with signage that clearly identifies the building from the street.
X		The library maintains a sufficient, well lit parking located near or adjacent to the facility.

Exemplary

Yes	No	Standard
X		The library installs signs in the community that direct people to the library.

8.4. Technology

The building supports ever-evolving technology services which support community members' needs.

☐ Essential　　　☐ Enhanced　　　☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		Allow easy access to electrical outlets and power supply to support current technology.
X		Wifi seating areas and charging stations exist for the use of patron supported devices.

Enhanced

Yes	No	Standard
X		The library continually evaluates options and plans for incorporation of technological changes.

Exemplary

Yes	No	Standard
X		The library building supports the implementation of current and future telecommunications and electronic information technologies.

8.5. Assessment/Planning

The library provides adequate space to implement the full range of library services that are consistent with the library's strategic plan, current community needs based on on-going assessment, and the standards in this document.

☐ Essential   ☐ Enhanced   ☐ Exemplary (n/a)

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library's facilities plan is reviewed and analyzed every three years using community input and analysis.

Enhanced

Yes	No	Standard
X		Usage statistics are maintained and compared to space allocations in order to plan library facilities to meet current needs of the community.
X		The library provides adequate space to implement the full range of library services that are consistent with the library's strategic plan and the standards in this document.
X		The professional expertise of a library planner and/or library architect is sought for any new construction or major remodeling.

Exemplary—None

8.6. Partnerships/Collaboration

Partnerships foster community investment in a cooperative environment and the community benefits from collaborative spaces.

☐ Essential   ☐ Enhanced   ☐ Exemplary

Check the box above that best describes your library in the respective category based on the standards below.

Essential

Yes	No	Standard
X		The library provides meeting rooms and other spaces for community events.

Enhanced

| Yes	No	Standard

Yes	No	Standard
X		The library seeks partnerships for all new buildings.
X		The library seeks partnerships for alternative service outlets.

Exemplary

Yes	No	Standard
X		The library participates in cooperative planning and programming with local agencies and organizations.
X		The library participates in cooperative planning and programming with local government agencies and community organizations.

Oregon State Public Libraries Facilities Square Foot/Capita Tables: these tables are handy comparators for facility planning.
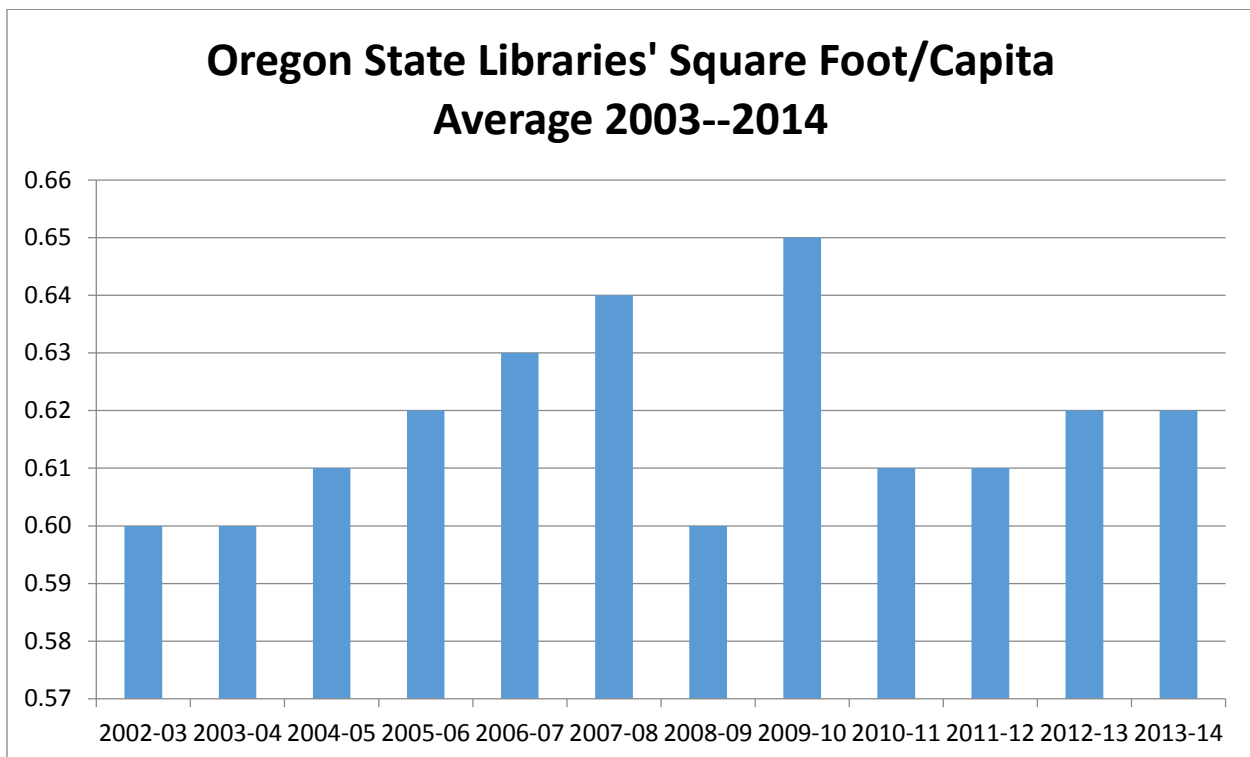
Oregon State Public Libraries Facility Square Foot/Capita 2011—2012				
Population	**Mean**	**Median**	**High**	**Low**
Over 100,000	0.56	0.54	0.89	0.37
50,000—99,999	0.52	0.42	0.97	0.09
25,000—49,999	0.88	0.79	2.09	0.39

10,000—24,999	0.85	0.83	1.71	0.24
5,000—9,999	0.81	0.62	2.11	0.16
1,000—4,999	1.29	1.00	4.45	0.34
Under 1,000	3.13	2.44	13.01	0.83
Statewide	0.61	0.87	13.01	0.09

Glossary

Resources

Curated guides:
Outcome measures:
Turnover rate:

General

Oregon Library Association Vision 2020,
http://www.olaweb.org/assets/documents/Vision_2020_FINAL.pdf

Governance

American Management Association. http://www.amanet.org

Association for Library Trustees, Advocates, Friends and Foundations.
http://www.ala.org/ala/mgrps/divs/altaff/index.cfm

A Library Board's Practical Guide to Finding the Right Library Director.
http://www.owlsweb.info/L4L/trustees/GuideToFindingTheRightLibraryDirector.pdf

Nelson, Sandra and June Garcia. Creating Policies for Results: From Chaos to Clarity. PLA,
2003.

Sandra Nelson, Ellen Altman & Diane Mayo. Managing for Results: Effective Resource
Allocation for Public Libraries. PLA, 2003.

Trustee manuals. Reed, Sally. The Complete Library Trustee Handbook. ALA, 2010.
Weingand, Darlene E. Administration of the Small Public Library, 4th ed. Chicago, IL:
ALA, 2001

Staffing
Human Resources

ALA Office of Human Resource Development and Recruitment

ALA Office for Human Resource Development and Recruitment: ALA's Core
Competences of Librarianship

Young Adult Library Services Association: YALSA's Competencies for Librarians Serving
Youth: Young Adults Deserve the Best

Association for Library Service to Children: Competencies for Librarians Serving Children
in Public Libraries

Info on standards/resources for specific positions mentioned in this section:
- •   ALA Certified Public Library Administrator Program
- •   The National Association of Schools of Public Affairs and Administration (NASPAA) is the accrediting body for Masters of Public Administration degrees.

Diversity & Community Engagement

RUSA: Guidelines for Library Services to Spanish-Speaking Library Users January 2007
RUSA: Guidelines for the Development and Promotion of Multilingual Collections and Services January 2007

IFLA Section on Library Services to Multicultural Populations: Multicultural Communities: Guidelines for Library Services: An Overview July 2011   (more detail is in: Working group of the IFLA Section on Library Services to Multicultural Populations: Multicultural Communities: Guidelines for Library Services, 3rd edition, 2009)

REFORMA: Information for libraries and librarians serving Latinos & Spanish- speaking communities

Staff Duties & Responsibilities

ALA Core Competencies for Librarians
Staff Development & Learning

ALA Learning Round Table

The Oregon State Library's Continuing Education Resources Page (LOTS of links to other external resources collected here, including resource lists from other states)

ALA Tools and Fact Sheets (especially useful if you're looking for a bibliography of materials) resources for finding pre-packaged training, conferences, etc:
- •   NW Central
- •   OCLC Webinars
- •   WebJunction

Advocacy

ALA Advocacy, Legislation & Issues http://www.ala.org/advocacy/home
ACRL Oregon Library Advocacy Resources http://www.olaweb.org/acrl-oregon-library-advocacy-resources

Facilities

Impact Survey, http://impactsurvey.org/

PLA's The Edge Initiative, http://www.ala.org/pla/advocacy/edge

Every year, Library Journal publishes a list of all library construction in the US. This is a good place to look for norms and trends across the country. Libraries in the midst of a construction project are considering all aspects of current and future community needs as well as current and future technologies and will be responding with their best plans to meet those needs in new facilities. Therefore, looking at new library construction

nationally will provide insight into how much square footage to allot per capita. http://lj.libraryjournal.com/2012/11/buildings/year-in-architecture-2012-public-library-data/

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