

# Oregon City Public Library

## Strategic Plan Changes

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-We renamed strategic focus #5 to *Fortify Infrastructure*

-We moved the last slide to second please; it is about the process, which seemed important to explain upfront

We made the following changes to the individual strategic focuses:

### **Create Young Readers**

#### **Reach Underprivileged, At-Risk Youth**

ACTIVITY: Through contacting and partnering with community groups, including the reduced lunch program and Headstart, identify and provide library service to underprivileged, at-risk youth.

SUCCESS MEASURE: By 2020, at least 1 partnership will be established to provide library service to underprivileged, at-risk youth.

#### **Reach Underprivileged, At-Risk Youth**

ACTIVITY: Work with community organizations serving at-risk youth to place books in the homes of underprivileged, at-risk children through sustainable plan with partners.

SUCCESS MEASURE: By 2020, library staff will help coordinate registration for local partnership to increase books in the home with 3 community organizations serving at-risk youth age 0-5.

#### **Provide robust collections arranged in an appealing, user-friendly way.**

ACTIVITY: Reconfigure collections to ensure intuitive access.

SUCCESS MEASURE: By 2020, all collections for children and teens will be organized according to interest level and/or format.

SUCCESS MEASURE: By 2020, 3 more topical collections will be added in response to patron interest and demand.

ACTIVITY: Ensure collections are fresh, up to date, robust.

SUCCESS MEASURE: By 2022, library staff will use available data to identify most popular areas of interest.

SUCCESS MEASURE: By 2022, library staff will use available data create and implement guidelines for purchasing multiple copies of items in most popular areas of interest.

SUCCESS MEASURE: By 2022, library staff will use available data to create and implement guidelines for replacing damaged items in a timely manner.

### **Know Your Community**

#### **Learn More about Specific Make-Up and Needs of Our Community Including Technology Needs**

Investigate what programs people want.

ACTIVITY: Hand out evaluations at every program; also direct them to the online forms.

SUCCESS MEASURE: In 2019, staff will provide paper and online evaluations at 25% of all programs. By 2024, staff will provide optional paper and/or online evaluations at all library programs.

#### **Learn More about Specific Make-Up and Needs of Our Community Including Technology Needs**

Direct people to information about library programs and services.

ACTIVITY: New card packet materials and new welcome brochure encourage people to locate library information on the website, social media networks, and the online newsletter.

SUCCESS MEASURE: By 2021, hard copies of new patron informational materials will include information about the library's web-based communication resources.

### **Learn More about Specific Make-Up and Needs of Our Community Including Technology Needs**

Increase avenues of information about programs and services to patrons.

ACTIVITY: Add Library Board agendas and minutes to website.

SUCCESS MEASURE: By 2020, all Library Board agendas and minutes will be included on the library website.

### **Meet People Where They Are**

Using feedback from survey of patron satisfaction and perception of facilities, explore convenient, safe places to provide library service in underserved areas.

ACTIVITY: Explore having drop sites at the schools.

SUCCESS MEASURE: By 2022, staff will work with school district to determine if a drop site for returns is feasible and, if so, identify at least 1 drop site.

### **Meet People Where They Are**

Remove the barrier of transportation for people who cannot travel to the library

ACTIVITY: Visit group homes of all sorts to provide library service to those who cannot travel to the library

SUCCESS MEASURE: By 2024, hire staff who travel to at least 3 locations to provide library services.

ACTIVITY: Provide materials through the mail to individual households whose residents cannot travel to the library

SUCCESS MEASURE: By 2024, one library staff member will participate in on the county-wide subcommittee to help LINCC develop homebound mail service to all LINCC individuals who cannot travel to their library.

### **Stimulate Imagination**

#### **Continue to grow the collection, keeping it current, topical, attractive, and accessible**

Use in-house promotional tools to improve access to and connect adult readers with collection.

ACTIVITY: Prepare displays to highlight specific portions of the collection.

SUCCESS MEASURE: Staff will continue to regularly create attractive displays, seasonal, topical, and informative in nature, to draw patrons' attention to a broad range of library materials.

ACTIVITY: Staff will make collections as accessible as possible to patrons.

SUCCESS MEASURE: By 2020, reader's advisory tools, including personalized reader's advisory, will be promoted to patrons.

SUCCESS MEASURE: By 2020, genre stickers will be applied to all adult fiction.

ACTIVITY: Book groups will be encouraged.

SUCCESS MEASURE: In 2019 and thereafter, the Elevated Reader's will continue to meet.

SUCCESS MEASURE: In 2019 and thereafter, local book groups may receive support through Book Bundles, title selection, and location for book group meetings.

#### **Offer programs which inspire and educate**

Use patron feedback to develop new programs.

ACTIVITY: Learn about patron's preferences for programs.

SUCCESS MEASURE: In 2020, staff will create and conduct a survey to learn about patron program preferences.

ACTIVITY: Incorporate information from survey into line up of programs.

SUCCESS MEASURE: By 2021, the library will provide programming using feedback from program survey.

ACTIVITY: Offer community wide read with author visit.

SUCCESS MEASURE: In 2020, the library will organize and provide a community wide read program in

conjunction with an author visit.

ACTIVITY: Offer stimulating programs to the intellectually disabled.

SUCCESS MEASURE: By 2021, the library will offer a monthly program customized to the needs of patrons with intellectual disabilities.

### **Fortify Infrastructure**

**Ensure that all organizational documentation is created and updated at appropriate intervals.**

Review all policies and practices, following OLA Public Library Standards for review intervals.

ACTIVITY: Ensure that the American Library Association Library Bill of Rights has been reviewed and adopted by the Library/Library Board along with Policy on Confidentiality of Library Records, Free Access to Minors Statement, Freedom to View Statement, and Freedom to Read Statement.

SUCCESS MEASURE: By 2020, the Board will adopt and review annually all of these statements.

**Ensure staff is well-trained and up-to-date in current best practices in all areas in order to meet community library needs**

Create staff development plans and professional development goals for union represented staff.