

Crook County Library

Strategic Plan 2014-2017

Adopted by the Library Board of Trustees on May 7, 2014

Vision

The Crook County Library is relevant, accessible, and useful to our community. It is an environment where people come together for lifelong learning, enjoyment, and connection.

Mission

Our knowledgeable and engaging staff will provide traditional and innovative resources and create welcoming spaces where everyone can experience the joy of learning and discovery.

Priority A. Welcoming spaces: Library infrastructure and operations

Goal I: Staff are knowledgeable, well-trained, and welcoming.

Objective: Library employees are given the opportunity to participate in at least one continuing education event each year.

- Strategy: Allocate a minimum of 1% of the annual library budget to support continuing education for staff.
- Strategy: Library managers recommend relevant continuing education opportunities to staff as they are announced and during employee reviews.

Objective: A patron survey will be conducted by January 2016 and one result will show an 85% positive rating of staff assistance.

- Strategy: Annually, staff participate in training in areas such as conflict resolution and customer service.
- Strategy: Train staff to quickly assess patron's needs and connect patrons with the best staff member to assist them.
- Strategy: By September 2015, conduct and review audit of negative patron interactions and recommend appropriate policy or procedure changes.

Objective: Each year library volunteers contribute work that supports library services, facility, and staff.

- Strategy: Library trustees and Friends members participate in continuing education opportunities annually.
- Strategy: The library reviews and updates the volunteer job descriptions annually.
- Strategy: Volunteers are recognized and celebrated during National Volunteer Week each year.
- Strategy: The volunteer coordinator promotes library volunteer opportunities to the public at least twice a year.

Goal 2: Library spaces are comfortable, versatile, well-used, and available when and where people need them

A. Objective: Patrons indicate at least 65% satisfaction with the website on a patron survey conducted by January 2016.

- Strategy: By October 2014, staff will redesign the website and conduct usability testing.
- Strategy: By January 2015, multiple staff members will be trained to update the website to maintain currency and relevancy.

B. Objective: By July 2017, library facility and grounds have no major outstanding issues and a long-term maintenance plan is approved.

- Strategy: Hire library employee to provide janitorial and light maintenance in fy2014/2015.
- Strategy: Receive funding in the fy2014/2015 budget to allow minor repair purchases and small furnishing and equipment replacement.
- Strategy: On a monthly basis, coordinate with the county maintenance department to address outstanding maintenance issues in a timely manner.
- Strategy: By fy2015/2016, receive county support to set up library reserve fund for major maintenance projects and receive funds.

C. Objective: By July 2016, evaluate library outreach service to all ages and locations throughout the county and determine need and cost-effective methods of service delivery.

- Strategy: By December 2015, staff will conduct assessment of outreach needs and make recommendations for any changes.
- Strategy: By January 2016, staff will report on outreach service options and provide associated costs.

D. Objective: By December 2016, provide the outreach services identified by staff and board as the highest priority.

- Strategy: By February 2016, staff will identify and seek any additional funding needed to provide outreach services.

E. Objective: By July 2017, statistics show an overall 5% increase in library usage.

- Strategy: Staff will accurately collect and report usage data annually.
- Strategy: Annually, staff will create marketing initiatives to promote library resources and services.

F. Objective: By July 2017, assess physical facility and potential need for additional space.

- Strategy: By January 2017, hire a library consultant to conduct a Facility Needs Assessment.

Goal 3: Staff and community members express a sense of pride about their library.

A. Objective: A patron survey will be conducted by January 2016 and one result will show a 75% or higher rating of overall appreciation of the library.

- Strategy: By December 2015, staff will create an event in which patrons express appreciation for the library in letters, posters, or video.
- Strategy: By July 2015, staff will have created the design for a signature annual event that celebrates the library and draws support from the community.

Goal 4: The library is well-funded to meet the current and future needs of the community.

A. Objective: By October 2016, library board and staff will investigate and make a decision regarding the option to create district library.

- Strategy: By October 2015, trustees and staff will discuss district options and ramifications with stakeholders.
- Strategy: By August 2016, hire expert consultant to advise library board and staff regarding districting options and strategies.

B. Objective: Annually, library board and staff will seek adequate funding to fulfill the library's mission and goals.

- Strategy: Each year staff will present a budget orientation session for trustees, friends, and library supporters prior to the library budget presentation at county budget committee meeting.

- Strategy: Staff will seek and receive grant funding for appropriate projects annually.
- Strategy: By July 2016, additional staff hours will support increased grant writing activities.
- Strategy: Each year staff will be encouraged to seek out and attend grant writing continuing education opportunities.
- Strategy: By June 2015, staff will develop information and promotional tools to encourage donations and bequests.

Priority B. Create Young Readers: Early literacy

Goal 5: Adults model literacy practices regularly to their children

A. Objective: Adults surveyed in January 2016 report checking out library print materials for themselves as well as for their children.

- Strategy: Starting in June 2015, displays and marketing initiatives of adult materials will target parents and caregivers.
- Strategy: By June 2015, Every Child Ready to Read parent trainings will include information about reading themselves to model good reading behavior.
- Strategy: Starting in June 2015, parents who sign up their children for the Children's or Teen Summer Reading Program will be invited to sign up for the Adult Summer Reading Program

Goal 6: Adults and children enjoy early literacy activities together

A. Objective: 70% of parents surveyed in January 2016 report that they regularly engage in early literacy activities with their young children (age 0-6) at home and that parents and children enjoy doing the early literacy activities together.

- Strategy: By June 2015, the library will provide an annual Every Child Ready to Read training to teach parents how to engage in early literacy practices with their children.
- Strategy: Starting in September 2014, youth services staff will incorporate early literacy activities and parent education moments in each storytime.
- Strategy: Starting in September 2015, youth services staff will provide parents with early literacy extension activities, such as rhyme cards or other suggestions for at-home activities, in storytime and in the Children's Room.

Priority C. Satisfy curiosity, engage in lifelong learning, successfully find, evaluate and use information

Goal 7: Youth, adults, and seniors will acquire new skills and knowledge

A. Objective: Starting in September 2014 the library will provide at least 10 adult programs annually dedicated to increasing participants' knowledge.

- Strategy: Library staff will provide programs on a variety of topics and utilize various presentation techniques to appeal to a broad audience.
- Strategy: Library staff will partner with local presenters and organizations that have special expertise to provide relevant, engaging, and community-oriented programs.

B. Objective: Children's, teen, and adult nonfiction collections are relevant and up to date.

- Strategy: Each year library staff will identify and withdraw outdated nonfiction materials in accordance with the library's Collection Development Policy.
- Strategy: In fy2014/2015, the proposed library budget will include additional funds to support nonfiction collection development.

Goal 8: Youth, adults and seniors will connect to library resources and to fellow community members

A. Objective: Library users receive accurate and relevant information and instruction to help them meet their needs.

- Strategy: In September 2015, library staff will conduct a reference survey that collects qualitative and quantitative data about the use and effectiveness of reference services.
- Strategy: The library will continue to provide access to online databases that meet users' information needs.
- Strategy: Annually staff will assess the need for additional staff hours and online resources to meet patron's information needs.

B. Objective: By 2017 update library community room spaces to be clean, comfortable, and equipped with modern technology.

- Strategy: Each year update meeting room spaces to update flooring and technology in the Broughton Room; replace or remove whiteboards and bulletin boards; and purchase new, more usable tables.

Priority D. Connect to the online world: Digital literacy and social media

Goal 9: Everyone will have continuous access to library resources to utilize materials they need for education, business, family, personal growth, and enjoyment

A. Objective: The library will purchase new digital resources to meet patrons need for information and enjoyment.

- Strategy: Beginning in fy2014/15, dedicate a portion of the budget for new resources, such as streaming content, e-books, and other digital content.
- Strategy: By January 2017, make contact with local technology companies to explore potential technology partnerships.
- Strategy: By January 2016, conduct a survey of library patrons regarding current digital resource relevance
- Strategy: Annually, staff will assess digital media use and investigate new digital resources.

B. Objective: Overall library technology is assessed by staff annually and updated accordingly.

- Strategy: By January 2015, a library technology plan is written by staff in coordination with County IT and approved by the Board of Trustees.

Goal 10: Adults and seniors will be familiar with current and emerging technology used to access digital resources.

A. Objective: Each year the library will offer four or more classes targeted to adults and seniors that provide instruction on using technology to access digital resources.

- Strategy: Each year library staff will participate in continuing education opportunities that will help them train patrons in the use of technology.
- Strategy: Coordinate with other community organizations whose focus is primarily adults and seniors to offer at least two technology classes that result in a participation of at least 10 adults or seniors.

Priority E. Stimulate imagination: Reading, viewing, and listening for pleasure

Goal 11: Everyone will use a wide variety of materials, unlimited by format or delivery method, which spark their imagination.

A. Objective: Each year the library will consider the addition of new collections, devices, or content delivery methods that will meet library goals.

- Strategy: Each year staff will evaluate community need, and examine local and nationwide trends, and evaluate potential costs and benefits of adding new collections, devices, or content delivery methods.

B. Objective: By June 2016, the library circulation per capita will reach or exceed 9%, as measured by the Oregon State Library annual statistics.

- Strategy: Each year staff will examine use statistics to identify high-use collections and then add to them.
- Strategy: The library budget for the collection will meet or exceed the state median expenditure per capita annually, as reported by the Oregon State Library.
- Strategy: Staff will provide at least two programs each year to attract new readers to the library.
- Strategy: Each year staff will identify and use at least one new promotional tool to highlight library materials and services.

Goal 12: Library users will expand their cultural horizons.

A. Objective: Each year the library will sponsor an arts related event featuring the work of local artists or musicians.

- Strategy: The library will partner with local arts and music organizations to develop programs.

B. Objective: Each year provide a minimum of one display or program that features local or regional ethnic or cultural groups.

- Strategy: Library staff will assess county diversity annually and include programming for youth and adults that reflect that diversity.
- Strategy: The library will partner with ethnic or cultural community groups to plan and provide programs or displays.

This document was collaboratively crafted by the Library Strategic Planning Committee, whose meetings were facilitated by Oregon State Library Consultants Darci Hanning and Katie Anderson. Community members were joined by trustees Ken Maki and Gayle Casselman and staff members Barratt Miller, Camille Wood, and Cindy York. Staff contributed valuable ideas in an all staff brainstorming session.

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