

RESOLUTION No. 2011-2979

A RESOLUTION ADOPTING THE NEWBERG PUBLIC LIBRARY STRATEGIC PLAN 2011-2014

RECITALS:

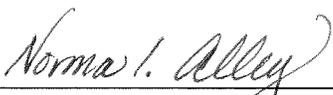
1. The Library Advisory Board solicited public and staff input into a strategic plan for the Newberg Public Library.
2. Highlights of the plan include completing the remodel of the Children's Library, celebrating the centennial of the Carnegie Library building, providing the public with online access (computers and Wi-Fi), enhancing literacy offerings to all ages, embracing and offering technologies such as e-books and social networks, developing alternative funding streams, and maintaining and building connections and partnerships in the community.
3. After review, the Library Advisory Board adopted the Strategic Plan on September 22, 2011, and forwarded it to the City Council with the recommendation the Plan be adopted.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

The City Council adopts the Newberg Public Library Strategic Plan 2011-2014 and encourages the library staff and board to move forward in utilizing the plan to provide quality library service to the Newberg Community, which is attached hereto as Exhibit "A" and by this reference incorporated.

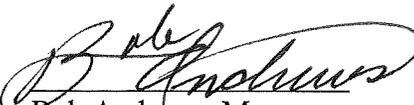
➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: November 8, 2011.

ADOPTED by the City Council of the City of Newberg, Oregon, this 7th day of November, 2011.



Norma I. Alley, City Recorder

ATTEST by the Mayor this 10th day of November, 2011.



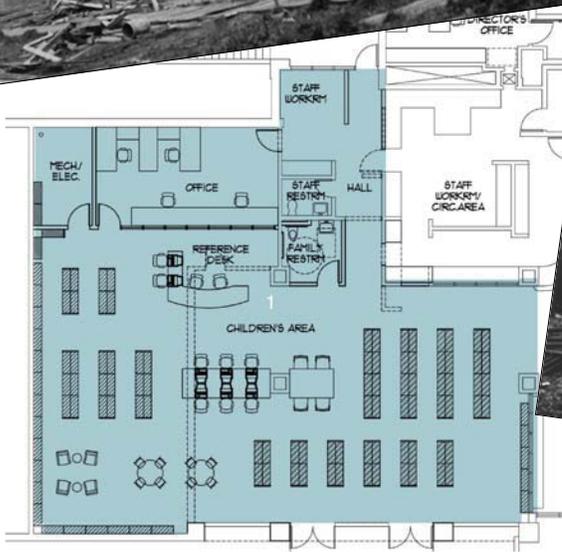
Bob Andrews, Mayor

LEGISLATIVE HISTORY

By and through the Library Advisory Board at their 9/22/2011 meeting.

Building on a Century of Growth

Strategic Plan 2011-2014



Newberg Public
LIBRARY

Newberg Public Library

Strategic Plan 2011-2014

For over 20 years the Library Advisory Board, citizens, and staff have come together to develop strategic plans for library service in the Newberg community. These plans have helped the Newberg Public Library become one of the busiest in the region and a valued resource for Newberg area residents. Since the last plan was developed in 2004, checkouts have increased 42% and the number of people attending events and classes has increased by 38%, to 18,314. These events and classes included early literacy classes for preschoolers, sustainable living seminars for adults, writing workshops for teens and cultural events for Spanish speakers. Wi-Fi service has been added and the library expanded partnerships with community organizations as well as made extensive improvements to online services including downloadable audio and e-books, added databases and completed a major revision of the website.

This new plan carries on the tradition of looking to the future, but embracing the successes of the past to develop objectives and goals that will serve the community in the best possible fashion.

A citizen group developed values and priorities; lifelong learning, value to the community, fiscal responsibility, a welcoming environment and quality customer service. Using those as guides, along with the City of Newberg and Library mission statements, the Library Advisory Board has crafted a strategic plan for the next four years. The plan will help the library weather difficult economic times as well as manage new technologies that will impact library service.

Library Mission Statement

"Newberg Public Library enriches and nourishes the life of our community, providing countless opportunities for the integration of people and knowledge." Adopted, 2004

City of Newberg Mission Statement

"Newberg will cultivate a healthy, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity." Adopted, 2011

Service Priorities (Goals/Objectives)

A. Provide an enjoyable, easy to use and inspiring environment.

*"Be welcoming, safe, creative and productive – spaces where Oregonians want to spend their time, online and offline" from the Oregon Library Association: Vision 2020 (OLA 2020)**

Goal 1: Complete the remodeling of the Children's Room.

Objective 1: Raise remaining funds needed in 2011 and 2012.

Objective 2: Carry out the renovation in 2012.

Objective 3: Celebrate!

Goal 2: Participate in planning the Cultural District area.

Objective 1: Staff and library board members will be active members and leaders in the planning and development process.

Goal 2: Celebrate the centennial of the Carnegie Library building in 2012.

Objective 1: Plan and carryout a celebration of the centennial of the opening of the Carnegie Library in March of 1912.



Goal 3: Make the Library easy to use, well maintained and sparkling clean.

Objective 1: Develop a signage plan in conjunction with the children's remodel to use in the entire library by 2012.

Objective 2: Develop and implement a plan in 2012 to improve the paid janitorial service as well as volunteer efforts to keep the library shiny clean.

Objective 3: Revise the lobby and main desk area for better appearance and ease of use by 2014.

* http://data.memberclicks.com/site/ola/Vision_2020_FINAL.pdf

B. Utilize technology to improve and enhance services.

"Support lifelong learning wherever, whenever and however it happens. Libraries will be there when Oregonians need to learn new things, in new ways. " from OLA 2020

Goal 1: Utilize and adopt appropriate new technology.

Objective 1: Participate in the Chemeketa Cooperative Regional Library Service (CCRLS) Technology Committee.

Objective 2: Be an active participant in the review/adoption of a new library catalog system for CCRLS.

Objective 2: Provide at least two learning opportunities for staff each year.

Goal 2: Embrace social networking to improve communications with the community.

Objective 1: Establish and use Facebook, texting and other social networks as appropriate by 2012 and review at least annually for appropriate innovations.



Goal 3: Provide computing resources for the public.

Objective 1: Maintain public computers in good condition and up to date.

Objective 2: Expand Wi-Fi throughout the building and outside by 2013.

Objective 3: Do at least two activities/communications annually to increase community awareness of this segment of library service.

Objective 4: Consistently update and add to the resources on the library's web site and other access points.



C. Meet head on the challenges of the economic times.

"Library staff and library advocates will actively participate in nimble, supportive and creative organizations." from OLA 2020

Goal 1: Create a culture of innovation, creativity and optimism between staff and the public.

Objective 1: Create, implement and live new service standards and job expectations.

Goal 2: Provide services that those with limited financial means will find helpful.

Objective 1: Offer a variety of free programs each month for all ages.



Goal 3: Develop plans to increase revenue.

Objective 1: Develop two new funding sources a year.

Goal 4: If City funding is reduced, plan the cuts in line with the Strategic Priorities.

Objective 1: The Board and Director will use this plan to strategically revise services.

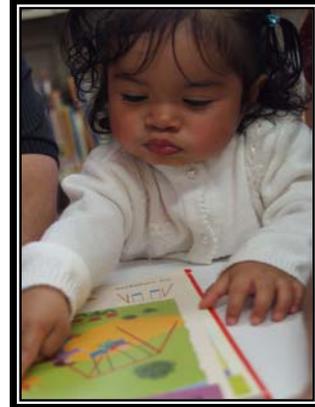
D. Become the literacy center in the Community for all ages.

"Support lifelong learning wherever, whenever and however it happens." From OLA 2020

Goal 1: Provide resources to help children become ready to enter school; ready to read, write and listen.

Objective 1: Offer early literacy classes to parents and caregivers at least quarterly.

Objective 2: Offer and promote weekly early literacy classes.



Goal 2: The Library will be the place for the community to reach their literacy and learning goals.

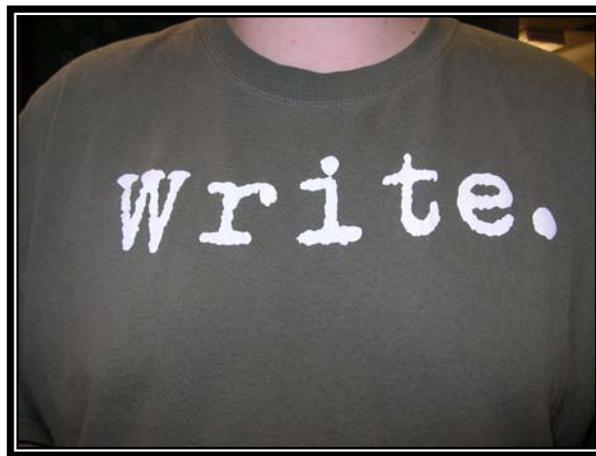
Objective 1: Spanish/Bilingual literacy programs will be offered at least quarterly.

Objective 2: Literacy programs for elementary age children will be offered at least quarterly.

Objective 3: Teen literacy programs will be offered at least quarterly.

Objective 4: Adult literacy programs will be offered at least quarterly.

Objective 5: The library will continue its partnership with Reading for All and be prepared to take a more active role in this literacy outreach effort in the future.



E. Remain and increase the role of the Library as the heart of the Community.

Make their communities better, by providing the services and resources their communities need." from OLA 2020

Goal 1: The library will partner with groups such as Newberg Downtown Coalition, Chehalem Cultural Center, Chehalem Park and Recreation District, Newberg School District, Portland Community College, George Fox University, the City of Newberg as well as seek out other partners and be active in community events.

Objective 1: Staff will participate in at least four events per year that are in partnership with other community organizations.



Goal 2: Bring together the library's support groups (Board, Friends and Foundation) to support the library mission.

Objective 1: Hold a joint meeting of the three groups annually and work to select a joint project/goal.

Goal 4: Improve marketing and communication methods.

Objective 1: Establish a Facebook and/or other social networking presence and use it regularly to maintain communications with the community by 2012.

Objective 2: Do 12 written newsletters annually

Objective 2: Do online newsletters/e-newsletters to specific audiences at least once a month.

Appendix

Current Services

The Library is divided into five areas: Administrative Services, Children's Services, Adult Services, Circulation Services and Technical Services. Currently, five full-time and 13 part-time staff members (11.64 Full Time Equivalent/FTE) serve the more than 35,000 residents of the Chehalem Valley.

Administrative Services The Library Director, Assistant Director and Department Support Manager provide management, coordination, public and city accountability, planning, budgeting, personnel, and record keeping services. The Department Support Manager supervises, trains, and coordinates over 125 volunteers who provide an essential link between the community and Library. (1.88 FTE) *Note: This FTE is reflective of the administrative duties of these three staff members. The remaining 1.22 FTE is spent in the other areas of the library and is noted in the FTE for those divisions.*

Children's Services Children's Services presents the community four weekly early literacy story times and a summer reading program in which hundreds of children participate. Staff provides school tours for students to acquaint them with the many resources available at the public library. Children's Services provides reference assistance to children and their parents and has seen a 238% increase in the volume of reference questions during the last eight years. This department offers the very successful Kindergarten Card project, which provides library cards and reading encouragement to all kindergarten students in the region. There are two internet computers for children in this area. The Children's Librarians order all the children's books, audio and video and magazines. (2.15 FTE)

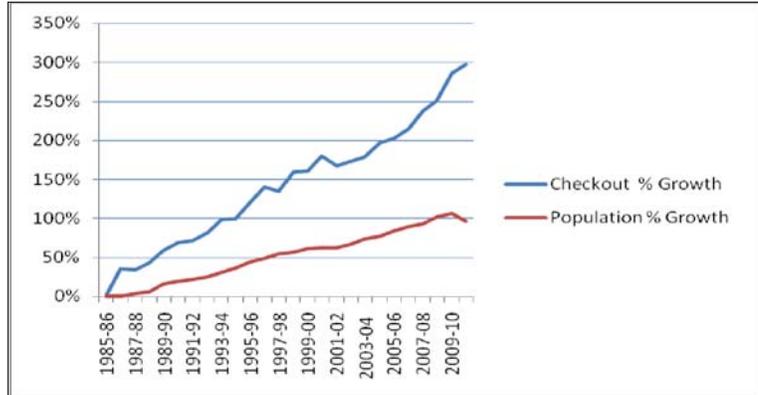
Adult/Young Adult/Latino Services Adult Services, located on the second floor, provides books, periodicals, audio and video, and more to those in the community 13 years of age and older and to all ages of the Latino community. Reference is a large part of the service with over 6,200 questions answered each year. This is also the location for the Internet computers, which last year saw over 15,000 user sessions. Staff provides assistance to novice Internet users and conducts Internet orientation programs on a regular basis. Young adult and adult summer reading programs encourage reading. This department conducts the outreach program for homebound individuals, care homes, and adult foster homes. The Latino Services Librarian provides assistance and supervision of services for all ages of the Latino community. Staff orders new materials for the collections. (2.35 FTE)

Technical Services Technical Services catalogs and processes new materials for access by the public. Staff maintains the library's 39 PCs and interface with City and regional library system IT staff. (1.2 FTE)

Circulation Services Circulation Services checks out over 285,000 items each year, then checks them back in and makes sure they get back on the shelves. These are also the first staff members the public contacts as they visit or call. Staff in this department assist users who have lost or overdue books, and provides general assistance to library users. (4.08 FTE)

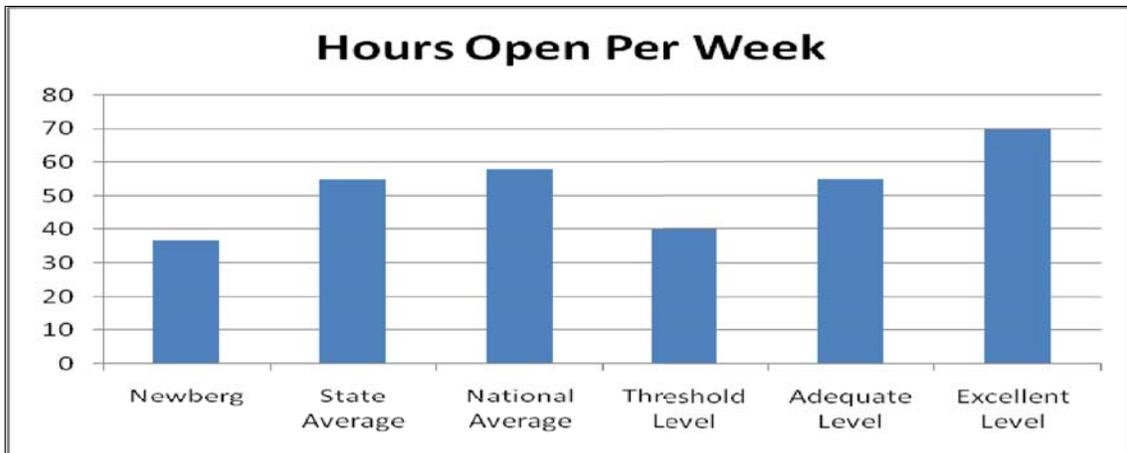
Statistical Data

Library use (number of items checked out) has grown 297% since the library addition in 1985 was opened. During that same time the population of Newberg has grown by 97%. The number of items checked out in 2010-11 was 288,555 and in 1985-86 it was 72,640.



In 1986, 4,226 library cards were used by residents of the area. In 2010-11, that number has increased to 18,024.

The collection currently includes 109,000 items including books, magazines, DVDs, audio books and music, downloadable audio and e-books, and a variety of kits and other materials. This compares to 32,161 items in 1986.



The Newberg Public Library is open fewer hours than most libraries serving a similar population at just 37 hours per week. The national median is 57 hours per week and the average in Oregon is 55 hours. The Oregon Library Association Standards for Public Libraries indicates 40 hours as just *threshold* level of service, with *adequate* levels at 55 hours per week and *excellent* levels at 70 hours per week. For a library to qualify for new membership in the regional library system, CCRLS, they must meet *threshold* levels

Public service programming has long been a strong activity for the Library and the community has responded with attendance at above capacity. Newberg saw program attendance at 52 per 100 of population served and the state average is just 39.

The Community

Newberg is nestled in the foothills of the Chehalem Valley, alongside the Willamette River. It is approximately 25 miles southwest of Portland, Oregon's largest city. Newberg is situated on Highway 99W, which is the major route between Portland and the central Oregon Coast.

The city was settled in the late 1800s and early 1900s, with many members of the Society of Friends, also known as Quakers, making Newberg their home. The Friends Northwest Yearly Meeting is still located in the city.

Its first postmaster, Sebastian Brutscher, a native of Newburgh, Germany named the city for his hometown. Newberg was also the boyhood home of President Herbert Hoover, who came to the community to live with his uncle and aunt in the late 1800s.



The area is served by the Newberg School District and a number of private schools. A significant segment of the community home schools their children. The private schools are growing in size and three now offer K-12 programs.

Portland Community College opened a small campus in Newberg in 2010 and many students are using the public library for their research.

George Fox University, originally founded in 1891 as the Friends Pacific Academy, serves over 3,400 students in both undergraduate and graduate programs. The university has grown considerably over the last 25 years from a student body in the 500's to the current 1,860 traditional undergraduate students. Fox has an extensive degree completion program and graduate programs serving over 1,600 students.

Newberg has a number of major manufacturing plants, including paper production, dental equipment, and electronics as well as a strong agricultural base, evidenced by the vineyards and wineries in the area. In recent years, a number of retirement and assisted living facilities have located in Newberg with each of those facilities becoming home to 200-300 seniors.

Newberg is the second largest city in Yamhill County. The population of the Chehalem Valley has grown rapidly over the last three decades. In 1970, Newberg was home to 6,507 people; however by 2000 that number had jumped 177% to 18,064 individuals. Newberg's population has grown to 22,068 in 2011 and is projected to continue to grow at an annual rate of 3%.

The Chehalem Valley area has a total population of approximately 35,000. Both cities in the valley have seen growth and Dundee is projecting growth to about 5,000 residents by 2040. The rural area is spread out into the

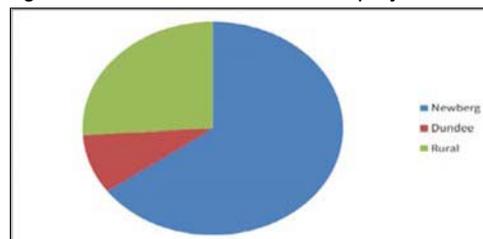
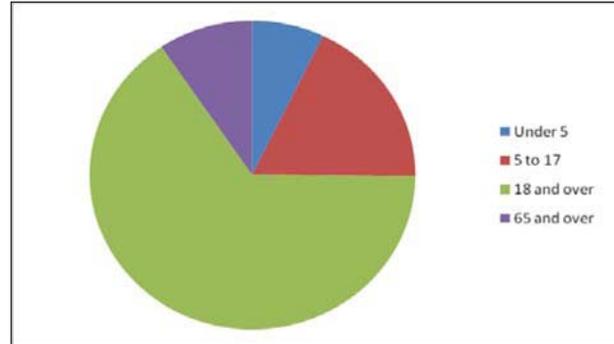


Exhibit "A" to Resolution No. 2011-2979

Chehalem Mountains with some residents closer to Hillsboro or Sherwood than Newberg. Growth has mirrored the Portland area as Newberg is now included in the Portland Metropolitan Statistical Area.

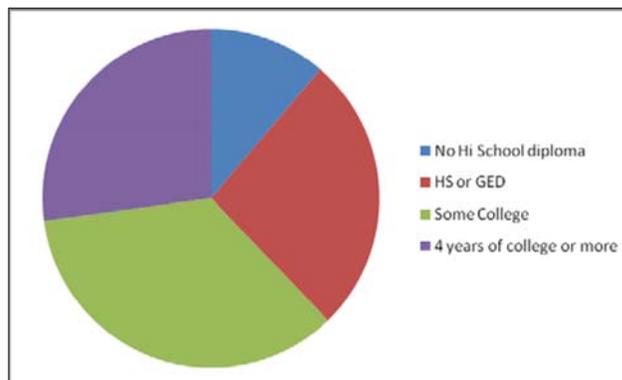
Newberg has a slightly higher population of young people than the county overall, due to the large number of family homes available in the area. The school district recently built a new elementary school to handle the growth and added significantly to the high school to accommodate more students.



Newberg has a significant Latino population with the most recent census information indicating that 2,985 residents (13.5%) indicated they were Hispanic. Newberg however is still primarily white at 88.9%, with 1.8% Native American, 3.2% Asian and other races representing the remaining 6.1% (Hispanic identifies as a variety of races, including white, Native American, two or more races, etc). The median family income is \$54,820 according to census data. Over 11% of the families in Newberg are below the poverty level, which is up from 4% five years ago and 40% of public school students are on free and reduced lunch programs.

School reading levels are above state averages in grades 3,4,5,6 and 7 but below at the grade 8 and 10 benchmarks.

College graduates make up 27.1% of Newberg's population, which is below the Oregon level of 28% and the national level of 27.4%.

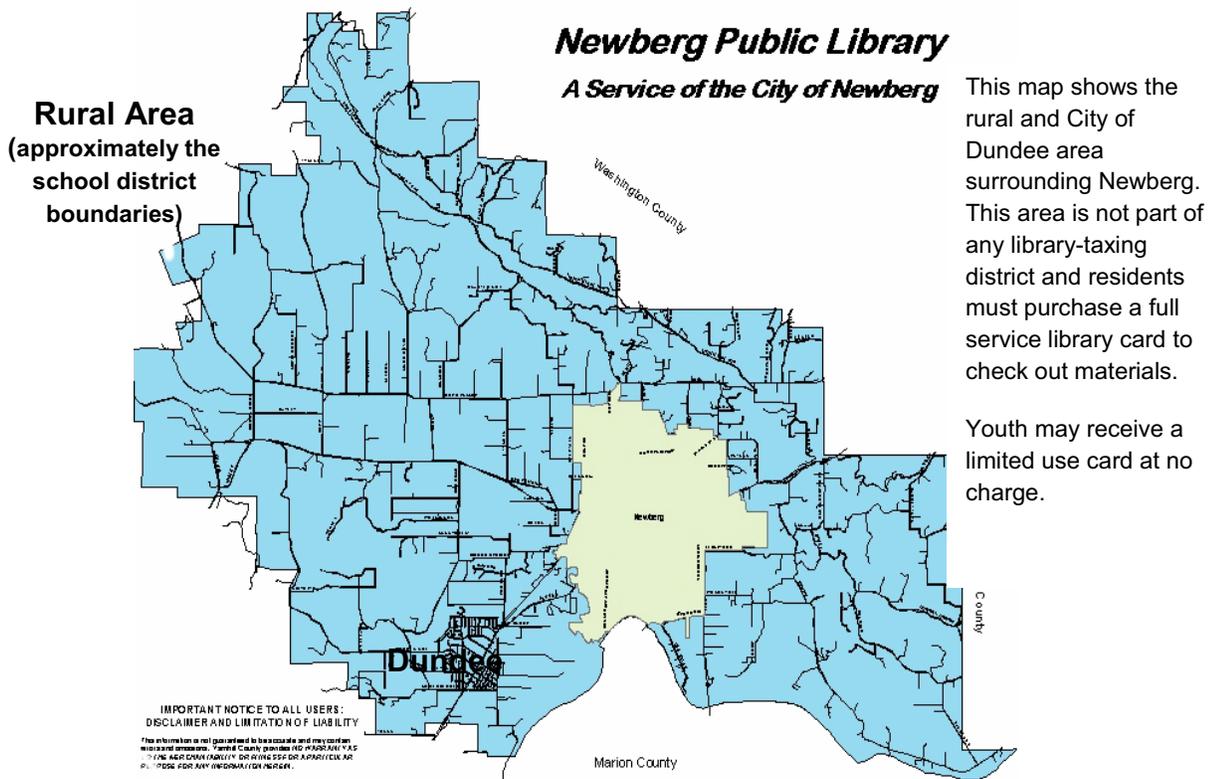


Service Area

The Library is a department of the City of Newberg and its primary service area is within those city limits. However, approximately 25% of library use comes from those living outside Newberg.

The area outside the City of Newberg boundaries, including the City of Dundee, is outside any library service area (see map below). In 2003, an effort was made to form a library district to include Dundee and the rural area and provide them with library service. The effort was halted when the City of Dundee conducted an informal survey of its citizens, which indicated many of the respondents would prefer to remain outside the library service area and continue to pay the fee for a library card. There have been multiple efforts to form a library district, most notably in 1986 and 1994. Those efforts didn't proceed beyond the investigation phase.

In 2004, the City of Newberg initiated a pilot project to provide free library cards to youth 14 and younger that live in the Dundee/Rural Newberg area to encourage reading by this age group. Youth receive a local option card that provides access to Newberg's children's and young adult materials only. In 2010 the age was raised to include those youth in high school. For an annual fee (in lieu of taxes) non-residents may purchase a library card; it provides access to all the resources of Newberg Library as well as CCRLS libraries



Library History

Since the early 1880s, citizens of Newberg have been supporting a library for their community. The first sign of a library in Newberg were 160 books that were placed in a corner of the local general store. Real activity started in 1907 when the Wednesday Club, a local service organization, as well as other community leaders, met to discuss the formation of a library. They started their efforts in a corner of the YMCA building at First and Meridian Streets.

By 1910, the group knew that a real library was needed and they applied to Andrew Carnegie. Carnegie had been building libraries throughout the English-speaking world since 1901. The group was successful in their application and in 1911 construction began on the \$10,000 library building. It was dedicated in March of 1912; only five months after construction began. The Library opened with just 1,000 books in 1912 and Margaret Inglis was the first librarian.

By 1934, in the middle of the Depression, there were 7,654 books on the shelves and over 23,000 books were checked out that year. In 1963 the shelves contained 13,500 books and by 1980 there were 19,184 books on the shelves with 58,105 checkouts for the year. Today, over 109,000 books, magazines, videos, DVDs, audio CDs and other materials grace the shelves and 288,000 items are checked out annually. Over 18,000 area residents have library cards.

For many years the Library only occupied the upper floor of the building with various enterprises using the lower floor, such as the Newberg Kindergarten. In the 1970s, however, a bequest was received from the Bradshaw estate that allowed the remodeling of the basement for a much needed children's room and soon thereafter a magazine reading room was funded by a grant. It wasn't until the 1970s that the Library had a card catalog and 1970 also saw the installation of the first telephone. The first automated catalog and checkout system was installed in 1987. The Library joined the Chemeketa Cooperative Regional Library Service (CCRLS) in 1973, which gave residents access to 300,000 more volumes (now almost two million).

By the early 1980s the need for a larger library was apparent. Land for expansion was donated by Ken and Joan Austin and citizens approved a bond to add 14,500 sq. ft. to the existing building. Community members also donated over \$160,000 for furnishings. Construction began in June of 1984 and was completed in October of 1985. A gala celebration and dedication was held in February of 1986 with Senator Mark O. Hatfield in attendance along with hundreds of Newberg residents.

In 2000, the Library Foundation assisted with the purchase of the Library Annex, building and land located across from the library. This addition has been used for storage, events, and outdoor movies and has facilitated the use of the library grounds for community festivals and block parties. It is a key part of the Cultural District, which includes the Library and the Chehalem Cultural Center.

Currently, efforts are underway to raise funds to expand the children's room into unfinished basement space adjacent to the current children's room.

In 2008, the library celebrated its centennial with programs and activities throughout the year and in 2012, will celebrate the centennial of the Carnegie Library building.

Library Organizations

The Library is supported by many individuals who give their time, talents, and efforts to the Library. These groups supplement the financial support from the city and, in partnership with staff, provide additional services.

Volunteers provide assistance with shelving, pulling holds, processing new materials, and a variety of other special projects. Over 125 individuals give over 5,000 hours of service annually. Without these volunteers, materials would not be shelved and many other tasks could not be accomplished. This very successful partnership with the staff is coordinated by the Department Support Manager.

The **Newberg Library Friends** is an active organization that supports library projects through both fund-raising and volunteer efforts. Each Tuesday morning 15-20 members meet to shelve materials, mend books, and perform other tasks. The group also sponsors on-going lobby sales of used books that bring in about \$600 each month. In addition, their annual book sales raise \$5,000 for library programs and projects. The Friends have purchased books and book carts, paid for summer reading programs and speakers for adult programs, and bought computers and shelving.



The **Library Foundation of Newberg** was formed in the fall of 1991 to provide a mechanism for large donations to the Library to build an endowment. The interest from the endowment fund is used to purchase additional items for the Library to expand its level of services. The endowment currently stands at \$200,000. The Foundation provided its first grants to the Library in 1997-98. Over the years, grants (about \$7,500 annually) have funded the purchase of music compact discs, geographic reference resources and supported the Kindergarten Card project, which places a library card in the hands of every kindergarten-aged child in the Chehallem Valley. The Foundation is maintaining a capital campaign account to gather funds for the children's room remodel.

The **Library Advisory Board** is made up of five individuals appointed by the Mayor, with City Council confirmation, for four-year terms. Four members must live within the city limits and a fifth member may be a resident of the Chehallem Valley area to represent out-of-city users. The Board, advisory in nature, provides citizen input to the operation and policies of the Library and meets monthly.

Regional and State Activity

The Newberg Public Library and its staff are active participants in the regional and statewide library community in order to provide better service to the residents of the Chehalem Valley.

Library staff are active members of the **Oregon Library Association (OLA)** and have held and continue to hold leadership roles in that organization including serving as President of the Association in 2005-06, and chairing the Public Library Division, Support Staff Division, Young Adult Division, Children's Division, Public Relations Committee, Conference Committee, and Honors and Awards Committee. Staff have also served on other committees from legislative, children's awards, membership, as well as in a variety of other capacities. This activity has allowed staff to gain skills and has brought Newberg recognition for its quality of library service and the skills of the staff.

The **Chemeketa Cooperative Regional Library Service (CCRLS)** provides the Library with the automated catalog and circulation system and courier service. In addition, it allows Newberg patrons to access the collections in 17 other libraries directly and to access almost every library in the United States through Inter Library Loan. The City is charged an annual fee for the Library to be a member as Newberg is not located within the Chemeketa Community College district, which forms the taxing boundaries of CCRLS. The value of the services received far outweighs the charges. Library staff have chaired the Citizen's Advisory Board, the Librarian's Advisory Board, and provided leadership for the Children's Services Committee and the Cataloging Committee.

Chemeketa Cooperative Regional Library Service (CCRLS) Members:

Amity Public Library	Dallas Public Library
Dayton (Mary Gilkey) Public Library	Independence Public Library
Jefferson Public Library	Lyons Public Library
McMinnville Public Library	Monmouth Public Library
Mount Angel Public Library	Newberg Public Library
Salem Public Library	Sheridan Public Library
Silver Falls Library District	Stayton Public Library
Wagner (Falls City) Community Library	Willamina Public Library
Woodburn Public Library	Chemeketa Community College Library

