

Strategic Plan 2015-2020 January, 2016 Progress Report

Strategic Area of Focus 1: Community *Provide excellent service to our members and the community to inspire lifelong learning*

Objectives		Date Due	Progress / Date	Who
1.1	<i>Make more resources available to members</i>			
1.1 a	Increase the materials budget	continuous		
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS added New York Times online Looking at Hoopla as well as other resources such as the Sanborn historic maps online	Leah
1.3	<i>Expand Hours, looking at creative ways to do so</i>			
1.3 b	Work with the city to prioritize additional hours	Continuous	Approved by city council to add 5 hrs per week (Wednesday til 8 pm Saturdays 10-5) Working on implementing, Starting March 1st .	Leah
1.5	<i>Partner with the Historical Society, Historical Commission. Newberg Graphic and GFU archivist to</i>			
	<i>increase local history resources</i>			
1.5 a	Raise funds for and make the Newberg Graphic 1899-1922 available online by 2017	2017	Have received \$1,150 towards project. Needs help getting more donations.	Leah
1.6	<i>Increase library staff involvement with community groups/activities outside the library</i>			
1.6 a	Report to the board on library staff community connections in 2016	2016	Korie taking the lead on a variety of OBOB activities with the schools. Rosa working with High School Latino Students. Leah continues involvement in noon Rotary	Korie

Strategic Area of Focus 2: Programming *Work to continually refresh and diversify programming for the community (members and non-members alike) as well as create engaging marketing and communication methods*

Objectives		Date Due	Progress	Who
2.1	<i>Identify programming partners such as the Cultural Center, PCC, community supported agriculture, the</i>			
	<i>local wine industry, etc.</i>			
2.1 b	Partner with at least four groups each year	continuous	Partnered with Schools on the Childrens' OBOB program and Latino HS program	Korie & Rosa

Strategic Area of Focus 3: Promote *Create new and workable methods to share library services with the entire community*

Objectives	Date Due	Progress	Who
3.2	Create a library brand that reflects this excitement and ensure consistency in advertisements, windows, and interior signage, print pieces etc.		
3.2a	Develop a new brand, logo, window displays	2016	Starting to look at options for creative person Leah
3.4	Promote the library to non-members (e.g. college students for pleasure reading, etc.)		
3.4 a	Use social media to continuously promote library services		Weekly Facebook postings including over 3,500 views for Beverly Cleary announcement. Korie

Strategic Area of Focus 4: Technology *Create better technology solutions for members, community and staff to enhance service and communication*

Objectives	Date Due	Progress	Who
4.1	Investigate Makerspace options and implement as appropriate		
4.1 a	Investigate and if appropriate, add a 3D printer and/or Maker Boxes (kits of tools and supplies to allow members to try out various maker activities i.e. knitting, robotics, cooking) starting in 2016 with the assistance of volunteers and/or interns	2016	Ukulele program starting. Asking Foundation for support for other "Library of Things" additions/ Leah
4.2	Provide training with Book A Librarian or Genius Bar concepts to provide members and the community with opportunities to improve their technology skills.		
4.2a	Develop these training tools		<i>Informally this has started. When asked for help, staff will set up appointments to provide assistance on a case by case basis.</i>
4.3	Develop and utilize a technology plan that includes replacing computers and adding new technology such as a public scanner, e-readers and laptops		
4.3 a	Complete a technology plan by the end of 2016 as part of The Edge program offered through the Oregon State Library	2016	The Edge survey was completed. Analysis will begin in April. Leah

Strategic Area of Focus 5: Building/Facility *Provide a safe, well-maintained, and welcoming facility that encourages community use*

Objectives	Date Due	Progress	Who
5.1	Review and reconfigure upstairs workrooms, the help desk and public computing		
5.1 a	Install a new upstairs service desk	2016	Working on design Leah

5.1 b		Revise Public computing areas	2016	Waiting for the new reference desk	Leah
5.3	<i>Maintain the Physical Structures</i>				
5.3 c		Maintain a regular cycle for building improvements		Roof replacement scheduled for February now	Leah, Rea

Strategic Area of Focus 6: Operations

Improve Operational Efficiencies

Objectives		Date Due	Progress	Who
6.1	<i>Cross-train staff to break down division silos and increase efficiency</i>			
6.1 a	Train all staff to perform basic check out operations	continuous	Will occur as part of expanded hours training	
6.1 b	Train all staff in basic reference interview techniques	continuous	Will occur as part of expanded hours training	
6.3	<i>Revise circulation area for better efficiency for members and staff</i>			
6.3 a	Establish member self-pick-up of holds areas	2016	Looking at design of checkout desk with plans for 2016-17	Leah
6.3 b	Add additional self-check capacity	2017	Looking at budget to add a monolith and an additional self check upstairs going from 2 to 4	Leah
6.3 c	Install RFID with CCRLS taking the lead	2017	CCRLS selected vendor for RFID Info on process and costs are made available. Will need to include cost of security gates in city budget.	Leah
6.4	<i>Review staffing levels as self-check, self pick up of holds and retirements occur that change operations and resources</i>			
6.4 a	Revise job descriptions and responsibilities as retirements and staffing changes occur	2016-17	Effort still underway with city HR dept.	City HR
6.5	<i>Develop a volunteer recruitment program for volunteers with specific job descriptions and skills</i>			
6.5 b	Develop "job ads" for specific volunteer tasks	2017	Loosing a couple of long term Friends. Will be looking at ways to augment that group and also other volunteer tasks.	Rea
6.6	<i>Expand sources of funding</i>			
6.6 a	Pursue at least two grants per year	continuous	Library Foundation will be providing \$9,800 in 2016.	Leah

