

Strategic Plan 2015-2020 Monthly 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	Previous Activity
1.1	<i>Make more resources available to members</i>		
1.1 a	Increase the materials budget	continuous	2016-17 Budget Request includes 5% increases
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS Ref Committee met in march and setting up plan to recommend system wide resources for 2017-18 budget
			CCRLS added NW Times online
1.2	<i>Revise the non-resident fee information (to Dundee and rural residents) to present it in a more positive light and include multiple services available</i>		
1.2a	Develop a new brochure	2016	No Activity (NA)
1.2 b	Start a fundraising campaign for scholarship funds for non-resident households with at least \$1,000 annually	2016	NA
1.3	<i>Expand Hours, looking at creative ways to do so</i>		
1.3 a	Get community input on Sundays or Mondays, evenings, etc.		Looking at a survey for fall
1.3 b	Work with the city to prioritize additional hours	Continuous	March 1st added 5 hrs (3 on Wednesday evening and 2 on Saturday
1.4	<i>Actively participate in the Newberg Cultural District, considering the library's goals and needs</i>		
1.4 a	Advocate for replacing the Annex with a performance stage including storage, green room, public restrooms, etc.	As needed	Working on making storage spaces in the library for storage of library materials
1.5	<i>Partner with the Historical Society, Historical Comm. Newberg Graphic and GFU archivist to increase local history resources</i>		
1.5 a	Raise funds for and make the Newberg Graphic 1899-1922 available online by 2017	2017	Have revised costs for digitizing which are \$2,000 above previous amounts. Will plan on just doing the Graphic, not the Enterprise.
			Received \$1,000 grant from YCCC. Press Release for Graphic completed (Nov/Dec, 2015)
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	Leah-Rotary Cynthia-Community Coalition K'Lyn-Maker Space
1.6 b	Support staff involvement with appropriate support for dues and work time	continuous	Providing time for Leah to serve in Rotary
			City paying Leah's Rotary Dues in 2016
1.7	<i>Work with local and regional agencies to develop a megaquake disaster plan for the NPL and determine how we can serve the community in a disaster</i>		
1.7 a	Participate in the Oregon Shake Out program each October	October	NA
1.7 b	Develop a plan by 2018	2018	NA

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	Previous Activity
2.1	<i>Identify programming partners such as the Cultural Center, PCC, CSA, the local wine industry, etc.</i>		
2.1 a	Evaluate providing fee-for-service child-care for events such as "Date Night", First Friday etc.	continuous	NA

2.1 b	Partner with at least four groups each year	continuous	Senior Center Book Club Latino Tutoring with the schools, CSA program, Early Learning Hub for a grant	Rotary for Christmas Tree
2.2	Coordinate more library-wide programs between individual divisions			
2.2a	Plan at least one series and one coordinated theme for programming each year.	continuous	Summer Reading is starting	Christmas Lighting
2.3	Analyze programming for effectiveness based on outcomes, costs, and attendance			
2.3 a	Develop an online report from to analyze outcomes	2016	Researching is on hold while adjusting hours	

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

	Objectives	Date Due	Progress	Previous Activity
3.1	Look for ways to generate "excitement"			
3.1 a	Make this a topic for each staff meeting	continuous	Start in April	
3.1 b	Provide at least one "exciting" activity each quarter	continuous	New Hours in first quarter	
3.1 c	Identify "exciting" partners and opporutnities	continuous	Connected with Maker Space partners	
3.2	Create a library brand that reflects this excitement and ensure consistency in advertisements, windows, and interior signage			
	<i>print pieces etc.</i>			
3.2a	Develop a new brand, logo, window displays	2016	Put funding in city budget request for 16-17	
3.2 b	Refresh the welcome brochure with the new brand	2016	NA	
3.2c	Revise signage to reflect the new brand	2017	NA	
3.3	Explore different avenues of promotion			
3.3 a	For example: partner with local realtors to ensure their new-to-Newberg clients know about the library with a variety of communication methods	Start in 2016	NA	
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 Lots of postings for new hours	Lots of posting for Tree Lighting (Dec. 2015)

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	Ukelele Team is close to starting. Friends providing main funding. Foundation providing additional set up funding for Library of Thinkings	
4.1 b	Consider offering/participating in a Maker Faire in 2017	2017	K'Lyn joining community group that visited a maker space, that could be a model for a community maker space.	
4.2	Provide training with Book A Librarian or Genius Bar concepts to provide members and the community with			
	<i>opportunities to improve their technology skills</i>			

4.2a	Develop these training tools	2016	Book A Librarian gets about 2-3 people a month.	Book a Librarian is available, but we aren't advertising as we still don't have enough staff available.
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	Adding two computers to children's. City embracing concept of saving to replace all public computers at one time.	Edge Assessment Completed. Waiting for results for CCRLS and will then put into focus for Newberg.

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

Objectives		Date Due		
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 some design changes	
5.1 b	Revise Public computing areas	2016	Had trouble with computer connections Resolved	New tables arrived (Dec. 2015)
5.1 c	Review and rearrange all work areas	2019	NA	
5.2	Make improvement to landscaping, considering the Cultural District needs as well as ease of maintenance			
5.2a	Work with City Public Works as well as the Cultural District Board on a continuing basis	continuous	much needed cleanup has occurred.	
5.3	Maintain the Physical Structures			
5.3 a	Repair outside brick work, trim etc.		Mason here week of March 18-25 steps and Carnegie roof line	
5.3 b	Paint interior of Carnegie		After Roof is repaired	
5.3 c	Maintain a regular cycle for building improvements		PW is implementing	
5.3 d	Improve interior janitorial service		Staff is doing more dusting around computers that isn't part of janitorial	
5.3 e	Maintain a regular cycle for building inspections and repairs		PW is implementing	
5.4	Develop 211 N. School for delivery location and staff parking			
5.4 a	Find funds to demolish and then build a parking lot/delivery area	2018	PW has had a number of firms looking at the option of moving the blue building. The house is listed "For Sale" on the house moving firm's website.	
5.5	Maintain 211 N. Howard (Library Annex) until it is removed for Cultural District stage			
5.5 a	Work with the Cultural District, the City and CPRD for the revisions		Working on moving our materials to the library for storage and getting rid of what we no longer need.	

Strategic Area of Focus 6: Operations *Improve Operational Efficiencies*

Objectives		Date Due		
6.1	Cross-train staff to break down division silos and increase efficiency			
6.1 a	Train all staff to perform basic check out operations	continuous	NA	

6.1 b	Train all staff in basic reference interview techniques	continuous	Ruth is gaining skills, Joleen, new staff member is training in Circ and children's.	
6.2	<i>Provide opprotunities for staff to develop additional skills</i>			
6.2a	Provide staff the time to participate in webinars and other training opportunities at a rate of at least 1 hour per month		Working on schedules with the new hours added has precluded anything other schedule changes	
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	Put remodeling of circ desk in city 16-17 budget	
6.3 b	Add additional self-check capacity	2017	Same as above	
6.3 c	Install RFID with CCRLS taking the lead	2017	CCRLS is moving to signing contracts to proceed.	
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 responsibilites as retirements and staffing changes occur	2016-17	Still talking about who will do what when Rea retires	City HR is working on this project
6.5	<i>Develop a volunteer recruitment program for volunteers with specific job descriptions and skills</i>			
6.5 a	Develop the Summer Internship program for the 2016 season	2016	Talking about it	
6.5 b	Develop "job ads" for specific volunteer tasks	2017	NA	
6.6	<i>Expand sources of funding</i>			
6.6 a	Pursue at least two grants per year	continuous	Submitted Early Literacy grant to LSTA in April	Received YCCC grant for newspaper digitization (Dec. 2015). Received Rotary grant (\$9,700) for summer reading in March.
6.6 b	Pursue putting the Carnegie Library on the Historic Registry to be eligible for grants	continuous	City Historic Commission is looking into this.	
6.6 c	Work with the library Foundation in increase the endowment to buidl a rainy day fund for operations	continuous		BD spoke at Foundation board meeting and is looking at joint projects . Foundation received \$140,000 gift Nov. 2015
6.6 d	Develop a spring and summer fall book drive program with the Library Friends each year to increase their stock and subsequent sales	continuous	Will put out in on a spring book drive in April	

