

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

Objectives		Date Due	Oct/Dec 2016	Jan. 2017	Previous Activity
1.1	Make more resources available to members				
1.1 a	Increase the materials budget	continuous			2016-17 Budget includes 5% increases
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS will add more to online resources (databases) in 2017-18		CCRLS will add more to ebooks
1.2	Revise the non-resident fee information (to Dundee and rural residents) to present it in a more positive light and include multiple services available				
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	No Activity (NA)		Had interest by a patron in pursuing this, however they didn't leave name.
1.3	Expand Hours, looking at creative ways to do so				
1.3 a	Get community input on Sundays or Mondays, evenings, etc.		No Activity (NA)		Looking at a survey for fall
1.3 b	Work with the city to prioritize additional hours	Continuous	Included additional hours in financial long range plan.		3/1/16 added 5 hrs (3 on Wednesday evening and 2 on Saturday
1.4	Actively participate in the Newberg Cultural District, considering the library's goals and needs				
1.4 a	Advocate for replacing the Annex with a performance stage including storage, green room, public restrooms, etc.	As needed	Discussion continues with new city manager on a variety of options for the Annex. Work is proceeding on cleaning it out.		Work has continued on clearing the annex
1.5	Partner with the Historical Society, Historical Comm. Newberg Graphic and GFU archivist to increase local history resources				
1.5 a	Raise funds for and make the Newberg Graphic 1899-1922 available online by 2017	2017	Digitized Newberg Graphic ordered, should be here by January/February		Received \$1,000 grant from YCCC. Press Release for Graphic completed (Nov/Dec, 2015) attended event to thank YCCC for grant (July, 2016)
1.6	Increase library staff involvement with community groups/activities outside the library				
1.6 a	Report to the board on library staff community connections in 2016	2016	Lots of Rotary activity for Leah. Successful Rotary Grant for Gift Bags for tree lighting		Leah-Noon Rotary president 16-17 Cynthia-Community Coalition K'Lyn-Maker Space
1.6 b	Support staff involvement with appropriate support for dues and work time	continuous			City paying Leah's Rotary Dues and meals in 2016-17
1.7	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				
1.7 a	Participate in the Oregon Shake Out program each October	October			Staff committee was formed April 2016 and display set up in Oct. 2016
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	Identify programming partners such as the Cultural Center, PCC, CSA, the local wine industry, etc.			

2.1 a	Evaluate providing fee-for-service child-care for events such as "Date Night", First Friday	continuous	NA	
2.1 b	Partner with at least four groups each year	continuous	Active Rotary participation in Tree Lighting as well as with TVFR, CPRD City PW and Downtown Coalition Doing early Literacy grant with Yamhil Early Literacy Coalition	Rotary for Christmas Tree Senior Center Book Club Latino Tutoring with the schools, CSA program, Paper Gardens, OBOB, LSTA grant with CCRLS libraries and Early Learning Hub
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	Setting up a community engagment/marketing team	Christmas Lighting Summer Reading Setting up a community engagment/marketing team
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

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	No staff mtg in Dec.	Discussed at each staff meeting
3.1 b	Provide at least one "exciting" activity each quarter	continuous	Leak in Director's office	
3.1 c	Identify "exciting" partners and opportunities	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 print pieces etc.			
3.2a	Develop a new brand, logo, window displays	2016	K'Lyn attended an online class on library marketing	Approved in 2016-17 budget
3.2 b	Refresh the welcome brochure with the new brand	2016	See above	Will start process to hire designer in Fall
3.2c	Revise signage to reflect the new brand	2017	See above	Winter 2016-17
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		
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		Using Facebook regularly	Lots of posting for Tree Lighting (Dec. 2015) New hours (March 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	Previously Done
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 s are avaiable to checkout and info out to community.	Friends providing main funding. Foundation providing additional set up funding for Library of Things

4.1 b	Consider offering/participating in a Maker Faire in 2017	2017		CCRLS maker grant was successful. K'Lyn joining community group that visited a maker space, that could be a model for a community maker space.
4.2	<i>Provide training with Book A Librarian or Genius Bar concepts to provide members and the community with 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	<i>Develop and utilize a technology plan that includes replacing computers and adding new technology such as a public scanner, e-readers and laptops</i>			
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	Reviewed Edge Assessment with CCRLS Libraries Staff are keeping computing areas clean	Edge Assessment Completed. Waiting for results for CCRLS and will then put into focus for Newberg. Added two computers to children's

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

Objectives		Date Due		
5.1	<i>Review and reconfigure upstairs workrooms, the help desk and public computing</i>			
5.1 a	Install a new upstairs service desk	2016	Will do this as part of Circulation Remodel	
5.1 b	Revise Public computing areas	2016	Computers will stay as they are until the director's office construction occurs, hopefully in 2017-18	New tables arrived (Dec. 2015)
5.1 c	Review and rearrange all work areas	2019	Looking at revising in 17-18	
5.2	<i>Make improvement to landscaping, considering the Cultural District needs as well as ease of maintenance</i>			
5.2a	Work with City Public Works as well as the Cultural District Board on a continuing basis	continuous		much needed cleanup has occurred in the Spring .
5.3	<i>Maintain the Physical Structures</i>			
5.3 a	Repair outside brick work, trim etc.		PW is doing an assessment of building needs	
5.3 b	Paint interior of Carnegie			Done
5.3 c	Maintain a regular cycle for building improvements			PW is implementing
5.3 d	Improve interior janitorial service		Staff are monitoring and report problems quickly	
5.3 e	Maintain a regular cycle for building inspections and repairs			PW is implementing Carnegie is in need of outside repairs to trim and windows especially
5.4	<i>Develop 211 N. School for delivery location and staff parking</i>			
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. Inside has been cleaned up

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		Discussion continues with new city manager on a variety of options for the Annex.	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	New organization is having more staff cross trained throughout the library	
6.1 b	Train all staff in basic reference interview techniques	continuous	Ruth and Joleen continue to receive Children's and reference desk training	
6.2	Provide opportunities for staff to develop additional skills			
6.2a	Provide staff the time to participate in webinars and other training opportunities at a rate of at least 1 hour per month		Looking at implementing "Happy Hour" an hour a month for staff to do self guided training.	Sending out possible webinars for staff to sign up
6.3	Revise circulation area for better efficiency for members and staff			
6.3 a	Establish member self-pick-up of holds areas	2016	Self pick up holds has been implemented. Working out details	Remodel of desk and self pick up of holds and self check in approved budget for 16-17
6.3 b	Add additional self-check capacity	2017	Moved circ desk self check upstairs, will eventually have a 3rd station back in the lobby	
6.3 c	Install RFID with CCRLS taking the lead	2017	Looking at checkin occurring in late January, February	Newberg is mostly tagged. Salem starts in December. About 5 other libraries done.
6.4	Review staffing levels as self-check, self pick up of holds and retirements occur that change operations and resources			
6.4 a	Revise job descriptions and responsibilities as retirements and staffing changes occur	2016-17	Posted Latino Services position for 3rd time. Will be posting office/library assistant position this week.	City HR is working on this project Rosa moved to City Community Engagement
6.5	Develop a volunteer recruitment program for volunteers with specific job descriptions and skills			
6.5 a	Develop the Summer Internship program for the 2016 season	2016		Looking at 2017 to participate in Chamber Internship program And also expand internships with GFU through a city-wide program.
6.5 b	Develop "job ads" for specific volunteer tasks	2017	NA	
6.6	Expand sources of funding			
6.6 a	Pursue at least two grants per year	continuous		FY 15-16 YCCC Newspaper Digitization (\$1,000)/Rotary Summer Reading(\$9,700) FY 16-17 LSTA Early Literacy (\$58,000)/Rotary Holiday CultureBags (\$3,000)

6.6 b	Pursue putting the Carnegie Library on the Historic Registry to be eligible for grants	continuous		Met with consultant regarding historic registry. Is not being pursued by city, but it is still a possibility.
6.6 c	Work with the library Foundation in increase the endowment to build a rainy day fund for operations	continuous	Foundation finalized the Friends bank accounts and the Amazon used book account is now with the new Foundation sponsored bank.	Foundation is adding board members and revising their activities. Foundation received \$140,000 gift Nov. 2015
6.6 d	Develop a spring and fall book drive program with the Library Friends each year to increase their stock and subsequent sales	continuous		Friends don't want a spring/summer drive as they are overwhelmed with books. Will discuss with them for fall

