

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

Objectives		Date Due	July, 2017	Previous Activity
<b>1.1 <i>Make more resources available to members</i></b>				
1.1 a	Increase the materials budget	continuous	Budget for 2017-18 is \$106,500. The year the plan was developed, 2014-15 (\$39,210) for a 172% increase	2013-14 \$37,956 2014-15 \$39,210 2015-16 \$84,000 2016-17 \$87,350 2017-18 \$106,500
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS Added new language program, going from 8 languages to 80+. CCRLS is putting in \$10,000 a year for e-books Citizenship service added	Looking at options for ebook provider
<b>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></b>				
1.2a	Develop a new brochure	COMPLETE	Current brochure has been updated	
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.
<b>1.3 <i>Expand Hours, looking at creative ways to do so</i></b>				
1.3 a	Get community input on Sundays or Mondays, evenings, etc.	NA	No Activity (NA)	
1.3 b	Work with the city to prioritize additional hours	Continuous	At start of plan, library open 37 hrs per week, July 2017 42 hrs. Looking at adding Friday am in late 2017-18	3/1/16 added 5 hrs (3 on Wednesday evening and 2 on Saturday
<b>1.4 <i>Actively participate in the Newberg Cultural District, considering the library's goals and needs</i></b>				
1.4 a	Advocate for replacing the Annex with a performance stage including storage, green room, public restrooms, etc.	continuous	Master Plan for District reviewed in August, 2017. Discussion continue on Annex.	
<b>1.5 <i>Partner with the Historical Society, Historical Comm. Newberg Graphic and GFU archivist to increase local history resources</i></b>				
1.5 a	Raise funds for and make the Newberg Graphic 1899-1922 available online by 2017	COMPLETE	Project is complete	
<b>1.6 <i>Increase library staff involvement with community groups/activities outside the library</i></b>				
1.6 a	Report to the board on library staff community connections in 2016	COMPLETE	Leah completed her term as noon rotary president, June 2017	Leah-Noon Rotary president 16-17 K'Lyn-Maker Space
1.6 b	Support staff involvement with appropriate support for dues and work time	continuous	Korie Buerkle elected to OLA Secretary-Board Position 17-18	City paying Leah's Rotary Dues and meals in 2016-17 K'Lyn Oregon Rep. for National Summer Reading program
<b>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></b>				
1.7 a	Participate in the Oregon Shake Out program each October	October	No activity at this time	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
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<b>2.1</b>	<b>Identify programming partners such as the Cultural Center, PCC, CSA, the local wine industry, etc.</b>			
2.1 a	Evaluate providing fee-for-service child-care for events such as "Date Night", First Friday	COMPLETE	Evaluated and determined not to be appropriate for resources	
2.1 b	Partner with at least four groups each year	continuous	OBOB for volunteers with community and Rotary, Friendsview collection, United Way for LSTA grant, Summer Lunch with schools	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
<b>2.2</b>	<b>Coordinate more library-wide programs between individual divisions</b>			
2.2a	Plan at least one series and one coordinated theme for programming each year.	continuous	Ukelele class, summer reading Christmas Tree lighting, etc.	
<b>2.3</b>	<b>Analyze programming for effectiveness based on outcomes, costs, and attendance</b>			
2.3 a	Develop an online report from to analyze outcomes	2016	Researching Has not been a priority	

**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
<b>3.1</b>	<b>Look for ways to generate "excitement"</b>			
3.1 a	Make this a topic for each staff meeting	continuous	Reorganization and moving workspaces Oh My!	Discussed at each staff meeting
3.1 b	Provide at least one "exciting" activity each quarter	continuous	Revised upstairs workspace	
3.1 c	Identify "exciting" partners and opportunities	continuous	Summer Lunch partner, Maker space partners,	Connected with Maker Space partners
<b>3.2</b>	<b>Create a library brand that reflects this excitement and ensure consistency in advertisements, windows, and interior signage</b>			
	<i>print pieces etc.</i>			
3.2a	Develop a new brand, logo, window displays	2016	Did not revise logo, will be promoting current logo on windows	Approved in 2016-17 budget
3.2 b	Refresh the welcome brochure with the new brand	2016	Will be later in plan 2018-19	
3.2c	Revise signage to reflect the new brand	2017	K'Lyn has some ideas on this	Winter 2017-18
<b>3.3</b>	<b>Explore different avenues of promotion</b>			
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	continuous	Have been successful with Facebook, Mascot in downtown,	
<b>3.4</b>	<b>Promote the library to non-members (e.g. college students for pleasure reading, etc.)</b>			
3.4 a	Use social media to continuously promote library services	continuous	Using Facebook regularly, Maintain web page regularly,	

**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
<b>4.1</b>	<b>Investigate Makerspace options and implement as appropriate</b>			
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	Had a maker workshop in May. Highly successful. Surveying community through Facebook for ideas for Library of Things, many of which are maker items. Tinkering Tuesday for Teens	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	No local, public maker faire offered in Newberg this year.	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.
<b>4.2</b>	<b><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></b>			
4.2a	Develop these training tools	COMPLETE	Book A Librarian gets about 2-3 people a month.	This is a successful way to provide users with training and much more effective than adult classes.
<b>4.3</b>	<b><i>Develop and utilize a trchnology plan that includes replacing computers and adding new technology such as a public scanner, e-readers and laptops</i></b>			
4.3 a	Complete a technology plan by the end of 2016 as part of The Edge program offered through the Oregon State Library	COMPLETE	Completed the EDGE assesement through the Oregon State Library	

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

Objectives		Date Due		
<b>5.1</b>	<b><i>Review and reconfigure upstairs workrooms, the help desk and public computing</i></b>			
5.1 a	Install a new upstairs service desk	2016	Set for Fall, 2017	
5.1 b	Revise Public computing areas	2016	May rearrange in 17-18	
5.1 c	Review and rearrange all work areas	2019	Circ area will be remodeled in Fall, 2017 Upstairs workroom starts July 24th	
<b>5.2</b>	<b><i>Make improvement to landscaping, considering the Cultural District needs as well as ease of maintenance</i></b>			
5.2a	Work with City Public Works as well as the Cultural District Board on a continuing basis	continuous	Revising community service workers to do litter cleanup	much needed cleanup has occurred in the Spring .
<b>5.3</b>	<b><i>Maintain the Physical Structures</i></b>			
5.3 a	Repair outside brick work, trim etc.	continuous	PW is doing an assessment of building needs	
5.3 b	Paint interior of Carnegie	continuous	Part of 17-18 budget request	
5.3 c	Maintain a regular cycle for building improvements	continuous	PW is doing an assessment of building needs	
5.3 d	Improve interior janitorial service	continuous	Staff are monitoring and report problems quickly	
5.3 e	Maintain a regular cycle for building inspections and repairs	continuous	Developing a work plan for building repairs and upgrades is part of director's workplan for 2017-18.	
<b>5.4</b>	<b><i>Develop 211 N. School for delivery location and staff parking</i></b>			
5.4 a	Find funds to demolish and then build a parking lot/delivery area	2018	No action at this time	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
<b>5.5</b>	<b><i>Maintain 211 N. Howard (Library Annex) until it is removed for Cultural District stage</i></b>			
5.5 a	Work with the Cultural District, the City and CPRD for the revisions	continuous	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		
<b>6.1</b>	<b><i>Cross-train staff to break down division silos and increase efficiency</i></b>			
6.1 a	Train all staff to perform basic check out operations	continuous	More staff have been trained to work in multiple divisions	
6.1 b	Train all staff in basic reference interview techniques	continuous	New staff are trained in Reference and Childrens Also training more staff on processing new materials. Both Magalie (children's) and Jessica (upstairs) are working the reference desks.	Ruth and Joleen are crossed trained in Circ/Chlidrens/Ref Jean is cross trained in Circ/Ref
<b>6.2</b>	<b><i>Provide opprotunities for staff to develop additional skills</i></b>			
6.2a	Provide staff the time to participate in webinars and other training oppotunities at a rate of at least 1 hour per month	continuous	Amanda, Joleen Jessica and Ruth are all enrolled at San Jose State University's online Master of Library and Information Science. Other webinar activity hasn't been as great with the challenge of RFID that has impacted a variety of tasks especially cataloging ang processing new materials.	Sending out possible webinars for staff to sign up
<b>6.3</b>	<b><i>Revise circulation area for better efficiency for members and staff</i></b>			
6.3 a	Establish member self-pick-up of holds areas	COMPLETE	DONE	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	COMPLETE	All three self checks are operational.	
6.3 c	Install RFID with CCRLS taking the lead	COMPLETE	Now we are checking in and checking out with RFID and self check is also RFID.	Most of CCRLS is all tagged
<b>6.4</b>	<b><i>Review staffing levels as self-check, self pick up of holds and retirements occur that change operations and resources</i></b>			
6.4 a	Revise job descriptions and responsibilites as retirements and staffing changes occur	2016-17	Reorganization of staff duties is complete with Rea's retirement. Next will be looking at efficiencies gained with RFID and Circulation Remodel in 2017-18	City HR is working on this project Rosa moved to City Community Engagement
<b>6.5</b>	<b><i>Develop a volunteer recruitment program for volunteers with specific job descriptions and skills</i></b>			
6.5 a	Develop the Summer Internship program for the 2016 season	2016	Have not done yet. Still need to pursue	
6.5 b	Develop "job ads" for specific volunteer tasks	2017	Will be working with new Volunteer Coordinator Denise in 2017-18 to implement new volunteer recruitment	
<b>6.6</b>	<b><i>Expand sources of funding</i></b>			

6.6 a	Pursue at least two grants per year	continuous	in 2017 received 12 grants totaling \$45,220. Funds for books from individuals \$2,350 An LSTA grant that was CCRLS wide (Griffith wrote and administered) for \$58,000. Total: \$105,595	Grants funded OBOB, Cultural Passes, Summer reading Tree Lighting, storytime, programs, books, newsletters.
6.6 b	Pursue putting the Carnegie Library on the Historic Registry to be eligible for grants	continuous	Still looking at options	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 increasing the endowment to build a rainy day fund for operations	continuous	Foundation continues to work towards new fundraising activity	Foundation is now providing the Friends a bank account, Board has grown from 5 to 12
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	Did a Spring 2017 book drive. Friends want more books.	Friends didn't want a drive in 2016 as they were overwhelmed with books.

