

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

Objectives		Date Due	March/April 2017	Previous Activity
<b>1.1</b>	<b><i>Make more resources available to members</i></b>			
1.1 a	Increase the materials budget	continuous	2017-18 Budget Committee approved materials budget to takes materials to \$100,000 Library Foundation added \$10,000 for 2017-18	2016-17 Budget includes 5% increases
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS added new language learning program	CCRLS will add more to ebooks
<b>1.2</b>	<b><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	2016	Decided not to change brochure this year	
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</b>	<b><i>Expand Hours, looking at creative ways to do so</i></b>			
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	No additional hours in 17-18 budget, concentrating on materials increase.	3/1/16 added 5 hrs (3 on Wednesday evening and 2 on Saturday
<b>1.4</b>	<b><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.	As needed		Discussion continues with new city manager on a variety of options for the Annex. Work is proceeding on cleaning it out.
<b>1.5</b>	<b><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	2017	Most of the Newberg Graphic is digitized for 1889 to 1922, still some to be done.	Received \$1,000 grant from YCCC. Press Release for Graphic completed (Nov/Dec, 2015) attended event to thank YCCC for grant (July, 2016)
<b>1.6</b>	<b><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	2016	Leah will be completing her term as Rotary president in 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	Will be adding Cynthia OLA dues	City paying Leah's Rotary Dues and meals in 2016-17
<b>1.7</b>	<b><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		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
<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	continuous	NA
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	May have a program this summer hasn't been determined
			Christmas Lighting Summer Reading Setting up a community engagment/marketing team
<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

**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!
3.1 b	Provide at least one "exciting" activity each quarter	continuous	Working revising upstaris workspace
3.1 c	Identify "exciting" partners and opportunities	continuous	Summer Lunch partner
			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	K'Lyn working on revising newsletter and program announcements
3.2 b	Refresh the welcome brochure with the new brand	2016	Not planned now
3.2c	Revise signage to reflect the new brand	2017	K'Lyn has some ideas on this
			Approved in 2016-17 budget
			Will start process to hire designer in Fall
			Winter 2016-17
<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	Start in 2016	
<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		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
<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.	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	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.
<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	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*

<b>Objectives</b>		<b>Date Due</b>		
<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	Still looking at optons	New tables arrived (Dec. 2015)
5.1 c	Review and rearrange all work areas	2019	Circ area will be remodeled in Fall, 2017 Upstairs workroom revision in Summer 2017.	
<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.		PW is doing an assessment of building needs	
5.3 b	Paint interior of Carnegie		Part of 17-18 budget request	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		Developing a work plan for building reapirs and upgrades is part of director's workplan for 2017-18.	PW is implementing Carnegie is in need of outside repairs to trim and windows especially
<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	Had a person interested, they've now said perhaps in 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
<b>5.5</b>	<b>Maintain 211 N. Howard (Library Annex) until it is removed for Cultural District stage</b>			
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		
<b>6.1</b>	<b>Cross-train staff to break down division silos and increase efficiency</b>			
6.1 a	Train all staff to perform basic check out operations	continuous	New staff will be trained in Circulation. It's been very successful with adding Jessica to the mix.	
6.1 b	Train all staff in basic reference interview techniques	continuous	New staff will be 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>Provide opprotunities for staff to develop additional skills</b>			
6.2a	Provide staff the time to participate in webinars and other training opportunities at a rate of at least 1 hour per month		Amanda, Joleen Jessica and now 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 cahllenge 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>Revise circulation area for better efficiency for members and staff</b>			
6.3 a	Establish member self-pick-up of holds areas	2016	DONE It's being pretty successful	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	All three self checks are operational.	
6.3 c	Install RFID with CCRLS taking the lead	2017	Now we are checking in and checking out with RFID will self check also RFID.	Most of CCRLS is all tagged
<b>6.4</b>	<b>Review staffing levels as self-check, self pick up of holds and retirements occur that change operations and resources</b>			
6.4 a	Revise job descriptions and responsilbilites as retirements and staffing changes occur	2016-17	Continue with reorganization of tasks and expertise of staff	City HR is working on this project Rosa moved to City Community Engagement
<b>6.5</b>	<b>Develop a volunteer recruitment program for volunteers with specific job descriptions and skills</b>			

6.5 a	Develop the Summer Internship program for the 2016 season	2016	Did not participate in Chambers 2017 internship program with the challenge of new staff, RFID and workspace reorganization.	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	Haven't started with "job ads" but Denise has been recruiting a number of new volunteers, however a couple of long time and very active volunteers have had health issues and are not longer volunteering.	
<b>6.6</b>	<b><i>Expand sources of funding</i></b>			
6.6 a	Pursue at least two grants per year	continuous	Rotary for Summer Reading, Early Bird Rotary for OBOB and Cultural Passes	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	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 increase 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	Will be doing a book drive in Spring 2017. Friends want more books.	Friends don't want a spring/summer drive in 2016 as they are overwhelmed with books. Will discuss with them for fall

