

# 2011- 2014 OREGON PUBLIC LIBRARY STRATEGIC PLAN

## Library Vision

The Oregon Public Library is a welcoming and safe gathering place that meets the information, leisure, civic, and cultural needs of a diverse community.

## Library Mission Statement

The Oregon Public Library fosters lifelong learning by providing free and equal access to timely information and technology with links to schools and other community resources.

The Oregon Public Library is a space for all ages to meet and exchange ideas. Our mission supports the educational, civic, and cultural activities of the community and responds to changing community needs by providing efficient services and resources in a non-judgmental, friendly environment.

## Priority Service Responses

- *Building Community* - Helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.
- *Lifelong Learning* - Helps address the desire for self-directed personal growth and development opportunities
- *Formal Learning Support* - Helps students who are enrolled in a formal program of education, distance learning or who are pursuing their education through a program of home-schooling to attain their educational goals
- *General Information* - Helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life

**Goal 1: Residents of the greater Oregon community will have a safe, comfortable and welcoming place to socialize, share common interests and build community.**

**Objective 1:** The library will become a community hub with an appealing and functional environment for multigenerational and multi-cultural population.

### **Activities:**

1. The library staff will continue to improve the building by adding a display table for marketing adult programming.
2. The library board will appoint a committee to explore options for expanding the current library or building a new facility.
3. The library will develop a technology plan that includes planning for equipment and services for 3 years.
4. The library will continue to maximize use of the Sue Ames Meeting Room by exploring new ways to open the space for patron use.
5. The library staff will develop more Spanish language literature and handouts in order to be responsive to the emerging Spanish speaking population in the greater Oregon area.

6. The library will continue to support excellent customer service by developing strategies to identify needs and respond to those needs with well trained staff and adequate staffing.
7. The library will research the options to adding a coffee cart for patron use.

**Objective 2:** The library will create more opportunities for groups and individuals to interact.

**Activities:**

1. The library will continue to expand the volunteer policy and will increase the number of volunteers hours donate by 5% in 2014.
2. The library will continue to strive to improve its programming opportunities for all ages. A review of current program offerings, popular library trends and community interest will be conducted at the end of each year to explore new and exciting possibilities for the future.
3. The library’s awareness of the community’s growing diversity will be reflected in all activity planning.
4. The library staff will continue to develop a teen advisory board to work on projects and programming opportunities including.
  - Collection Development
  - DVD promo for library
  - Webpage updates
  - Social Networking
  - OPL Puppet Theater
  - Manga club

**Goal 2: Residents of the greater Oregon community will have the opportunity to build community connections and become more informed and engaged citizens through the library’s partnerships with community groups and institutions.**

**Objective 1:** The library will establish formal and informal partnerships that will encourage collaboration between the library and local business, civic, service, and community organizations.

**Activities:**

1. The Director will attend monthly Chamber meetings and weekly Rotary meetings
2. Library board and staff will continue to partner with other community institutions to explore opportunities to create shared community space.
3. The library staff will continue to provide outreach programs to the business community, daycare centers and other community groups so they can see experience available resources and ask questions of personnel.

**Goal 3: Residents of the greater Oregon community will have convenient access to materials and services that support community needs for lifelong learning, personal growth and leisure activities.**

**Objective 1:** The library will implement the collection development and maintenance plan that takes into consideration print, audiovisual and online resources.

**Activities:**

1. Library staff will update and revise the collection development policy to support the current standards by June 2012.
2. Library staff will make it a priority to fully implement collection maintenance procedures

established in 2007 in order to insure the best possible access to the collection by patrons and staff.

3. The library staff and library board will develop a marketing plan for promoting programming, library activities and resources by April 2012.

**Objective 2:** Patrons will receive a satisfactory response to their information requests and will increase their use of reference services.

**Activities:**

1. Continue to improve reader's advisory services, including support for local book groups.
2. Evaluate staffing patterns and workflow in order to make adjustments that will improve customer service.
3. The Adult Services Librarian and the Youth Services Librarian will work together to create an Information Desk Handbook that document Information Desk policies and procedures, including standards of service by December 2012.
4. An Information Desk staff training plan will be created to support the policies and procedures documented in the Information Desk Handbook.

**Objective 3:** The library will offer a variety of learning opportunities to support patron's needs to find, evaluate, and use information in a variety of formats.

**Activities:**

1. Continue to offer individual and group instruction in the use of the library and its information resources, including the online catalog, information databases, and Internet resources.
2. Have printed instructions on the use of library resources available at all times.
3. Annually arrange for continuing education of staff in order to support patron education with an emphasis on technology training.

**Objective 4:** The library will provide the residents of the greater Oregon community with more convenient access to library resources.

**Activities:**

1. Create a plan for assisting homebound patrons and create an information packet to inform patrons of our homebound services by March 2012.
2. Expanding the library's digital branch through use of the website and other social media avenues.
3. Continue to support the online resources added in 2011 which include Mango, Value Line, Morning Star, and Consumer Reports.
4. Continue to support the laptops made available to patrons in 2010.
5. Investigate the possibilities of adding E-Readers by May 2011.

**Goal 4: Students in structured learning programs will have library support to help them attain their educational goals.**

**Objective 1:** The library will improve communication with the Oregon School District and with Oregon area homeschooling families.

**Activities:**

1. Host an open house for home schoolers to introduce them to the services the library has to offer and them an opportunity to network by December 2012.
2. Continue the ongoing relationships within the OSD in order to keep current with the Districts

philosophy of education, trends, and curriculum.

3. Investigate, cooperate and offer assistance to the OSD, LMC Directors for the annual Battle of the Books by 2013.

**Process to monitor plan progress and establish new activities:**

The following methods will be used to 1) monitor progress against the Strategic Plan, 2) guide annual planning efforts, 3) update the plan as necessary and 4) keep key stakeholders informed:

- a. Quarterly Library Board review of the progress against identified activities for each Strategic Goal including identification of specific actions that need to take place to stay on plan.
- b. Monthly Director's report on progress against the plan activities.
- c. Annual Library Board planning session to discuss overall progress against Strategic Goals and Objectives, 2) revise/edit the plan as needed, 3) determine the next year's activities to support the Goals and Objectives.
- d. Annual Library Staff planning session to weigh in on priority activities for the upcoming year and determine how the activities are going to be accomplished.
- e. Annual Library Board report to the community on progress against the Strategic Plan and future focus and efforts.
- f. Library Board Strategic planning session every other year to re-visit the plan Vision, Mission, Goals and Objectives and make updates/changes as necessary. This could include community participation to help inform a SWOT analysis and identify emerging community needs.

Approved: August 10, 2011