

## **2008 - OREGON PUBLIC LIBRARY STRATEGIC PLAN**

**Overview of Strategic Plan Purpose and Process** The Free Public Library in the Village of Oregon was established in 1910. In 1908 volunteer staff obtained books from the Traveling Library in Madison and started the work towards developing the Village of Oregon's first Free Public Library. The village population was 700. On October 6, 1910 the Village of Oregon voted to place a levy against the taxable property of the Village to collect \$200 for the support of a Free Public Library and the Village of Oregon Public Library was established. In the nearly 100 years of its existence, the library has moved seven times. On December 27, 1995 the Oregon Public Library opened its doors in its present location. The population of the Village of Oregon has increased 77% since that event. This change alone has had a significant impact on the library and the services it offers. For more than seven years, the library board and the staff recognized that the library needed a blueprint in order to plan appropriately for the future. The library board decided to act in 2005 and make 2006 the year of the strategic plan. In January 2006, the library board hired Howick and Associates to guide us through this process. During the months of February and March, the library board met with consultants Tom Gloudeman and Mal Jeffris to develop a timeline and recruit 35 residents from Oregon and the surrounding area to serve on a Community Planning Group (CPG). Its purpose was to provide valuable public input. During three meetings lasting two and a half hours each, the CPG evaluated our current status, envisioned their dream library, and selected four service priorities it wanted the Oregon Public Library to adopt. Using these priorities and information gleaned from the CPG, the Library Board and staff began the exciting task of writing a strategic plan. The Library Board adopted new vision and mission statements as well as four goals to support the library needs of the community. Each goal has specific objectives along with activities designed to achieve these objectives. The viability of this strategic plan is expected to be three to five years with yearly updates of activities.

### **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 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

*Goals describe the result or the outcome that the library is trying to achieve. Objectives are ways in which progress toward achieving those goals will be measured.*

**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 will complete implementation of the plan to improve common areas of the library that was developed in 2007 using resources available under the 2008 capital expenditures budget set by the library board and supplemented by donations or grants as needed..
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 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.

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

**Activities:**

1. The library will fully implement the volunteer policy written in 2007 and will increase the number of hours that volunteers donate by 10% in 2008.
2. By February 2008 the library will create a plan for improving its programming for all ages based on a review of current program offerings, community interest, and information gathered to explore new and exciting possibilities.
3. The library's awareness of the community's growing diversity will be reflected in all activity planning.
4. Create and implement a plan to involve teens in program planning. By June 2008, the library will create a teen advisory board.

**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. By March 2008 the library will survey community groups and institutions in order to assess their needs for library services and their interest in offering services and support to the library and its users.
2. In June 2008 the library will use the survey results to create and initiate a plan for partnering with local institutions and organizations.
3. The library will create a programming plan to promote the MCF Grant materials.
4. The Director will attend monthly Chamber meetings.
5. LB and staff will partner with other community institutions to explore opportunities to create shared community space.
6. Host an open house for business community and other community groups so they can see what is available 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 life long 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 document procedures to fully support the standards set forth in the collection development policy by March 2008.
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. By April 2008 library staff will develop a marketing plan for promoting programming, library activities and resources.

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

**Activities:**

1. Exit or follow up questions to determine patron satisfaction and an established routine to collect and evaluate patron feedback.
2. Improve reader's advisory services, including support for local book groups.
3. Evaluate staffing patterns and workflow in order to make adjustments that will improve customer service.
4. The Adult Services Librarian and the Youth Services Librarian will work together to create an Information Desk Handbook that documents Information Desk policies and procedures, including standards of service by April 2008.
5. 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. 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. Arrange for staff training to support patron education with an emphasis on technology training in 2008.

**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 April 2008.
2. Improve the library's website by updating in-house.
3. Explore options with SCLS and school district for additional access to world language materials.
4. The library staff will create a library map handout for patrons by February 2008.

**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. In March 2008 host one informal meeting with school representatives to determine ways the library can help meet the needs of their students.
2. Host an open house for home schoolers to introduce them to the services the library has to offer and them an opportunity to network.
3. Establish relationships within the OSD in order to keep current with the Districts philosophy of education, trends, and curriculum.
4. By March 2008 contact homeschoolers to see if they would be interested in holding a homeschooling fair at the library to showcase their special projects. Homeschooling organizations could be invited to offer information about their services.

**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 Library Staff update 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.