

Tualatin Public Library



Strategic Plan 2019-2022



Tualatin Public Library Strategic Plan 2019-2022

Mission Statement

Empowering and enriching our community through learning, discovery, and interaction.

Organizational Values

We are guided by these shared values:

Community
Collaboration
Adaptability
Inclusion

Background

Tualatin Public Library serves approximately 29,000 people, including residents of the City of Tualatin and adjacent unincorporated areas. Tualatin has been a member of Washington County Cooperative Library Services (WCCLS) since 1977.

A Library Strategy Team met in 2016 to consider community needs and assist in developing a strategic framework to guide Tualatin Library's plan. Through 2022, Tualatin Library will focus resources on the following priorities:

Library Strategic Goals

- A. Community members experience the library as a welcoming place that inspires, delights, and satisfies curiosity.
- B. Community members are empowered as they gather, connect, and engage through the library.
- C. Young children are prepared for success in school.
- D. Latino residents discover the library as a gateway to community connection.
- E. Community members have hands-on access to technology and creative tools.

Organizational Initiatives

- Library staff are prepared to serve the changing needs of Tualatin's diverse population.
- Library staff are prepared to provide excellent customer service.

Strategic Goal A

Community members experience the library as a welcoming place that inspires, delights, and satisfies curiosity.

Strategies for 2019-20

- Ensure a welcoming atmosphere for all library users
- Offer dynamic collections that satisfy the needs of library users
- Continue improvement of library spaces and furnishings
- Offer programs that that educate and spark creativity

Measures of Success

- 95% of surveyed users rate the library as welcoming place
- 90% of the library's collection checks out each year
- 90% of surveyed participants rate programs as satisfactory

Strategic Goal B

Community members are empowered as they gather, connect, and engage through the library.

Strategies for 2019-20

- Actively promote the library as a social gathering place
- Offer a safe and supportive place for teen interaction and mentorship
- Connect volunteers with meaningful opportunities
- Develop and nurture partnerships that benefit our patrons and community

Measures of Success

- 75% of surveyed users say the library has helped them connect with others
- 95% of teen volunteers say the library has helped them feel empowered or supported
- Retention rate of library volunteers
- Increased # of partnerships

Strategic Goal C

Young children are prepared for success in school.

Strategies for 2019-20

- Help the youngest community members develop a love of books and reading
- Partner with Tualatin schools to increase youth cardholders
- Partner with Tualatin schools to increase student participation in Summer Reading
- Refine library spaces to support early learning and youth socialization

Measures of Success

- Increased usage of children's book collection
- % of Tualatin preschool-age children registered for 1000 Books Before Kindergarten
- # of youth cards issued, # actively used
- % of Tualatin students participating in Summer Reading

Strategic Goal D

Latino residents discover the library as a gateway to community connection.

Strategies for 2019-20

- Develop understanding of current needs of Latino families in Tualatin
- Maintain a robust Spanish-language collection for all ages
- Explore innovative ways to take programs and services beyond library walls
- Provide opportunities to celebrate our community's diversity

Measures of Success

- Increased engagement with Latino community members
- # of outreach programs & attendance
- 50% or more of Spanish-language collection checks out each year
- # of cultural programs & attendance

Strategic Goal E

Community members have hands-on access to technology and creative tools.

Strategies for 2019-20

- Provide programs for all ages that focus on STEAM (science, technology, engineering, arts, math)
- Provide technology that connect users to opportunity
- Pursue development of a makerspace within the library

Measures of Success

- 75% of program participants express increased interest in STEAM topics
- # of uses of library technology
- Completed design of makerspace

Organizational Initiative A

Library staff are prepared to serve the changing needs of Tualatin's diverse population.

Strategies for 2019-20

- Improve understanding of current needs of community members
- Seek to recruit staff and volunteers who are reflective of the community
- Provide trainings to employees on diversity, equity, and inclusion

Measures of Success

- Action plan to increase library utilization
- # of employees and volunteers
- # of trainings offered

Organizational Initiative B

Library staff are prepared to provide excellent customer service.

Strategies for 2019-20

- Establish a development plan for represented staff that supports customer service excellence
- Practice continual improvement to increase patron-friendly services
- Utilize internal communication channels to empower staff performance

Measures of Success

- 90% of staff participate in at least one training opportunity annually
- Year-over-year increases in patron satisfaction