

Tualatin Public Library Strategic Plan 2016-2019

Mission Statement

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

Organizational Values

We are guided by these shared values:

Community-focused

Collaboration

Adaptability

Inclusiveness

Background

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

The Library's strategic plan is guided by the Tualatin Tomorrow Vision and Action Plan. Originally adopted in 2007, this community-driven Vision was updated in 2014. It identifies targeted actions supporting physical & social connectivity and community health & wealth.

Through 2019, the 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 gather, connect, engage, and are empowered 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. Youth have hands-on access to technology and science learning tools.

Organizational Initiatives

- Library staff are prepared to provide excellent customer service.
- Usage of the library reflects the demographics of the community.

Strategic Goal A:

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

Strategies for 2016-17

- Deliver excellent customer service for all library users.
- Offer safe and supportive place for teen interaction and mentorship.
- Practice continuous improvement of the library's collections to support our users' curiosity.

Measures of Success

- 95% of surveyed users rate library service as very good to excellent
- Number of library visitors
- 95% of library's collection checks out each year

Strategic Goal B:

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

Strategies for 2016-17

- Actively promote the Library as a social gathering place.
- Formalize and strengthen existing partnerships.
- Create volunteer opportunities for all ages and abilities.

Measures of Success

- 75% or more of surveyed users say the library has helped them connect, engage, or be empowered.
- Increase number of community partners annually and enhance current partnerships
- Increase diversity of volunteers, including youth and Spanish-speaking adults

Strategic Goal C:

Young children are prepared for success in school.

Strategies for 2016-17

- Emphasize library's early literacy program.
- Develop and implement initiative supporting parent involvement in early literacy.
- Partner with Tualatin schools to increase student participation in Summer Reading.

Measures of Success

- Number of early literacy programs & attendance
- 80% of surveyed parents feel more confident or better prepared at helping their child learn
- Number outreach visits & children reached
- Increase number of Tualatin student participants in Summer Reading

Strategic Goal D:

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

Strategies for 2016-17

- Improve partnership with Tualatin elementary schools in areas of outreach, programs, and promotion.
- Develop in-the-community, family-oriented programming.
- Maintain a robust Spanish-language collection for all ages.

Measures of Success

- Increase distribution of program and services information in Spanish
- Number of Spanish-language or bilingual English-Spanish programs & attendance
- Increase utilization of Spanish-language materials

Strategic Goal E:

Youth have hands-on access to technology and science learning tools.

Strategies for 2016-17

- Serve as lead partner for implementation of Tualatin ABC Mobile Makerspace.
- Identify current and near-future appropriate tech needs of different age groups (children, teens, and adults).
- Provide programs for children and teens that focus on STEAM (science, technology, engineering, arts, math).

Measures of Success

- Successful implementation of the Tualatin Mobile Makerspace
- Develop technology plan to inform planned computer replacements and future technology acquisition
- 75% of children & teens attending STEAM programs express increased interest in those subjects

Organizational Initiative A:

Library staff are prepared to provide excellent customer service.

Strategies for 2016-17

- Identify internal communication challenges and shortcomings.
- Management will establish a continuing education framework for represented staff that support customer service or SP
- Management will seek more bilingual/bicultural staff and recruit volunteers who are able to speak Spanish.
- Conduct an annual customer service satisfaction survey

Measures

- Action plan for improving internal communication
- 90% of staff participate in at least 1 training opportunity annually
- 95% of staff report increased confidence in providing excellent customer service

Organizational Initiative B:

Usage of the library reflects the demographics of the community.

Strategies for 2016-17

- Learn how to best market the library to the Latino community
- Learn how to best market the library to families with young children
- Learn how to increase the library's market share of five high-market potential market segments

Measures of Success

- Action plan for marketing the library to the Latino community.
- Action plan for marketing the library to families with young children
- Action plan to increase the library's market share of five high-market potential segments.

Planning Process

A Library Strategy Team met 3 times between April and June to consider community needs and assist in developing a strategic framework to guide Tualatin Library's plan. Interviews with selected community partners offered additional information and feedback.

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