



TUALATIN LIBRARY ADVISORY COMMITTEE MINUTES

June 4, 2019

Present: Alan Feinstein, Jack Milne, Nicholas Schiller, Laura Stewart, Thea Wood,
Marcus Young

Absent: David Jaimes

Public:

Staff: Jerianne Thompson, Library Director
Sam Wikstrom, Children's Librarian

A. CALL TO ORDER

Thea Wood called the meeting to order at 6:30 PM.

B. APPROVAL OF MINUTES

Alan Feinstein moved and Laura Stewart seconded that the May meeting minutes be approved as written.

C. COMMUNICATIONS

1. Chair: None.

2. Staff: Jerianne Thompson reported that the Library has installed new security cameras. Library Assistant Craig Carter is now full-time, and the Library has hired additional on-call staff. The City has awarded two Science & Technology Scholarships, which are managed through the Library. Thompson also shared statistics and recent comment cards.

3. Teen Library Committee: Jerianne Thompson reported that 36 teens attended the recent Friendly Feud program and that the committee is preparing for summer programs. TLC will recruit for new members in July.

4. Public: None.

D. OLD BUSINESS

1. Gift Policy: Jerianne Thompson presented revisions to the Gift Policy, based on committee feedback last month. Nicholas Schiller moved and Alan Feinstein seconded to recommend approval of the policy, as revised. The motion passed unanimously.

E. NEW BUSINESS

1. Library Services for Youth: Sam Wikstrom delivered a presentation about library programs and services for preschool-age children. The Library offers multiple storytimes per week to support the early literacy development of children, create a positive affiliation with the library, and provide a social outlet for young families. Another early literacy support service is the 1000 Books Before Kindergarten program, which has more than 875 participants.

2. Summer Reading: Jerianne Thompson shared highlights of the annual Summer Reading Program, which kicked off on June 1. As in previous years, children and teens receive a free book when they sign up for the program and a second book when they reach their reading goal. The Library will serve as a free summer lunch site and will again conduct outreach to the lunch site at Atfalati Park in July. The Library will host a variety of programs in June and July.

3. 2019-20 Library Budget: Jerianne Thompson presented an overview of the Library's budget requests for fiscal year 2019-20. The budget includes funding to do design development of the Library's proposed makerspace.

F. FUTURE AGENDA ITEMS

1. Library Strategic Plan
2. Community Engagement

G. COMMUNICATIONS FROM COMMITTEE MEMBERS

1. Members: Nicholas Schiller shared that a column on the American Library Association's Office of Intellectual Freedom's blog raised concerns about patron privacy and the online resource Lynda.com.

Committee members agreed by consensus to cancel the July 2 meeting.

H. ADJOURNMENT

Meeting was adjourned at 7:45 PM.

_____, Jerianne Thompson, Recording Secretary

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 diverse 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

Washington County Cooperative Library Services

Strategic Direction FY20–FY22

VISION	MISSION	POSITION	VALUES	REPUTATION
 <p>A curious, engaged, and literate community where everyone is welcome and thrives.</p>	 <p>WCCLS partners with local public libraries to connect people to excellent countywide library services.</p>	 <p>WCCLS partners with cities and non-profit organizations to efficiently serve people in Washington County. We provide:</p> <ul style="list-style-type: none"> • Funding: We secure and distribute the primary funding for county wide public library service. • Infrastructure Support: We provide technology and logistics support to ensure equitable access to library materials and services. • Direct Service: We provide services to the public that are more effectively delivered at a county level. • Marketing & Communications: We develop and deliver messaging that drives awareness of the value that WCCLS and libraries provide to their communities. • Leadership & Training: We identify common goals and provide training resources to ensure a consistently exceptional patron experience. 	 <ul style="list-style-type: none"> • Accountability: We are transparent about our work and take responsibility for continuous improvement. • Collaboration: We are better together and prioritize teamwork. • Inclusion: All WCCLS staff, member library staff, patrons, and community members are respected and appreciated. • Innovation: We have the courage to experiment with new methods and solutions, adapting to shifting priorities with agility. • Stewardship: We spend money and time with integrity and seek out efficiencies. 	 <ul style="list-style-type: none"> • Essential: WCCLS staff are vital to the success of county wide library service. • Knowledgeable: WCCLS staff enjoy learning and sharing their expertise with others. • Relevant: WCCLS staff stay current with our community's needs. • Responsive: WCCLS staff communicate proactively and look for ways to provide excellent support to our partners and patrons. • Welcoming: WCCLS staff are friendly and attentive listeners, inviting suggestions and ideas.

IMPERATIVES	OBJECTIVES	INITIATIVES
 <p>Increase access</p>	 <ol style="list-style-type: none"> 1. Increase participation by underserved populations 	 <ol style="list-style-type: none"> A. Conduct community assessment that considers cultural, demographic, language, and geographic needs B. Expand WCCLS support for non-English languages based on community needs C. Deepen strategic partnerships with community, educational, government, and culturally relevant organizations to enhance capacity and increase impact D. Review policies through equity lens to reduce barriers to access
<p>Enhance service consistency & efficiency</p>	<ol style="list-style-type: none"> 2. Baseline and improve patron satisfaction and user experience 3. Increase number of WCCLS led staff development opportunities provided annually 4. Decrease time from evaluation to approval of new services 	<ol style="list-style-type: none"> E. Develop a Cooperative-wide, collaborative method for providing consistent customer service digitally to all library patrons F. Develop a comprehensive training and support plan for member libraries including core competencies G. Leverage data collection and provide ongoing intelligence to member libraries to improve local decision making H. Develop systems and processes that accelerate our ability to evaluate and act on existing and proposed projects (examples of projects include centralized specialized collections and network support)
<p>Deepen community awareness & engagement</p>	<ol style="list-style-type: none"> 5. Increase number of active library cardholders 6. Baseline and improve non-library user awareness 7. Baseline and increase member library staff awareness of WCCLS role 	<ol style="list-style-type: none"> I. Develop targeted marketing and communications plans that demonstrate the value of libraries J. Develop a WCCLS onboarding program for member library staff, volunteers, and board members
<p>Nurture our people & culture</p>	<ol style="list-style-type: none"> 8. Improve committee effectiveness and engagement year over year 9. Increase employee and committee cultural competencies 	<ol style="list-style-type: none"> K. Develop and apply an equity lens to internal and Cooperative initiatives L. Align committee structure and charters with strategic direction M. Evaluate and optimize structure and function of WCCLS work groups and teams

The WCCLS Strategic Plan was approved by July 24, 2019 by the Executive Board.

The strategic planning process took 6 months, including a comprehensive Insight Report with feedback from 360+ stakeholders, interactions with multiple focus group, and dedicated work from a 7-member strategic planning team with staff from WCCLS and member libraries.

(Objectives 1-9 and Initiatives A-M do not indicate priority order.)

WCCLS is the staff who work in central support, a department of Washington County

Member Libraries are the independent libraries that WCCLS partners with and supports

The Cooperative is WCCLS together with the libraries

