



Hermiston Public Library Strategic Plan

2018

Hermiston City Vision

The City of Hermiston aspires to support an excellent community. We strive to provide courageous leadership to create an inclusive community while providing an affordable, livable and growing economy.

Hermiston Public Library Mission

To provide the public friendly, knowledgeable, and timely access to information and resources for lifelong learning, life choices, and the joy of reading.

A special thanks to our Oregon State Library Consultant Darci Hanning who assisted in completing this important process.

We'd also like to thank the Hermiston citizens who provided valuable input:

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Mary Dowdy (library staff)
Natalie Edwards
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I. Create Young Readers: Early Literacy

A. **Goal:** Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

1. **Objective:** After Summer Reading in 2019, at least 60% of the parents/caregivers surveyed will report that they read more with children than the previous summer.

a) *Activities*

- (1) May-July 2019: Plan, promote, and host Summer Reading programs at the library.
- (2) May 2019: Create Project Outcome survey for parents/caregivers at the end of Summer Reading.
- (3) July 2019: Conduct Project Outcome survey with parents/caregivers that attended summer reading programs with children.

2. **Objective:** Increase the number of attendees to summer reading programs by 5% each year for three years (measured from June 2019 through August 2021).

a) *Activities:*

- (1) Identify community events and create schedule for staff attendance for the upcoming year by September 28, 2018.
- (2) Determine needed budget for staff and supplies, and promotional/takeaways by September 28, 2018.
- (3) Attend community events from October 2018 through September 2019.
- (4) Evaluate effectiveness, adjust activities, budget as needed, and plan for 2019 – 2021.

II. Visit a Comfortable Place: Physical and Virtual

A. **Goal:** Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read.

1. **Objective:** Increase the number of hours that community members have access to the Library.

a) *Activities:*

- (1) Staffing will be reviewed to identify changes needed to increase library operating hours.
- (2) Additional funding will be requested to expand operating hours for fiscal year 2019-2020.

2. **Objective:** Increase the use of the Lanham room by our community by 5% each year from January 2019 to December 2021

a) *Activities:*

- (1) Review and update the meeting room policy by December 1 2018.
- (2) Begin advertising the availability of the Lanham room via library communications beginning in 2019.

B. **Goal:** Residents will find more materials and open spaces to meet various needs.

1. **Objective:** Open up the basement area to house collections and provide both quiet and children-friendly areas.

a) *Activities:*

- (1) A plan will be developed to expand use of the basement and phases with dates negotiated with City administration by January 1, 2020.

C. **Goal:** Residents will have open and accessible virtual spaces that support networking

1. **Objective:** Access to information and communications related to library programs will be available to all interested members of the community by January 1, 2019.

a) *Activities:*

- (1) Web page will be improved by:
 - (a) Updating to work better with phones by January 1, 2019.
 - (b) Allowing users to add events to personal calendars by July 1, 2019.
 - (c) Allowing participants to opt in or out of program specific communications July 1, 2019.

III. Know Your Community: Community Resources and Services

A. **Goal:** Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations

1. **Objective:** The library will move the current newsletter from paper to an electronic format by January 1, 2019.

a) *Activities:*

- (1) The library will develop a newsletter format that can be delivered and managed online by January 1, 2019.
- (2) Develop a community communication email list through patron registration, Friends of the Library, and library program participants by January 1, 2019.
- (3) The newsletter will offer no cost ad space to community service providers by January 1, 2020.