



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
Scott Depew

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.