

LINCC 2024 - 2027 Strategic & Tactical Plans

<----- Strategic Tactical ----->

IMPERATIVE	INITIATIVE	TACTIC	TASK
1 Listen to our Communities	1.1 Develop and implement a strategy and framework for LINCC-wide engagement and data collection.	1.1.1 Gather community input to inform the design of a new, inclusive LINCC logo.	1.1.1.1 Create, distribute, and analyze results from a community survey re: logo redesign.
		1.1.2 Explore LINCC-wide data collection methods (i.e. survey, listening sessions, focus groups, testimonials, etc...) to find out what people want/need from LINCC.	1.1.2.1 Agree on a LINCC wide data collection process, including how to leverage resources such as the county's Public & Government Affairs (PGA) division.
			1.1.2.2 Develop assignments, schedule, and budget for ongoing LINCC-wide survey data collection and analysis
		1.2 Utilize an appropriate mix of LINCC staff and professional consultants to develop surveys and other data collection methods, gather feedback and analyze data to identify similar customer clusters in multiple libraries.	1.2.1 Implement multi-modal data collection lifecycle, including data collection, analysis, assessment, and prioritization.
	1.2.1.2 Develop basic principles on how LINCC will prioritize survey responses, and determine thresholds for action by library/groups of libraries/entire LINCC cooperative.		
	1.2.1.3 Identify commonalities and trends, and identify user behavior profiles for segmentation.		
	1.2.1.4 Based on data analysis and prioritization, identify service priorities.		
	2 Adapt to Community Needs	2.1 Develop and implement policies and services to widen access.	2.1.1 Eliminate overdue fines.
2.1.1.2 Based on committee recommendation (2.1.1.1) adopt implementation plan (which will include PR, timetable, and prerequisites) for going fine-free.			
2.1.2 Implement user-friendly renewals.			2.1.2.1 Establish a committee to gather data on pros and cons and develop a plan for overcoming barriers to implementing automated renewals.
			2.1.2.2 Based on committee recommendation (2.1.2.1) adopt implementation plan (which will include PR, timetable, and prerequisites) for implementing automated renewals.
2.1.3 Get out of our buildings and into our communities by providing LINCC-wide outreach to underserved populations.			2.1.3.1 Identify underserved populations, their needs, and opportunities to meet these needs.
			2.1.3.2 Agree on LINCC-wide resource commitment to outreach efforts.

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		2.1.4 Identify alternative ways to meet the needs of residents who face barriers in accessing physical materials at library buildings.	2.1.3.3 Develop outreach plan which includes number of/list of LINCC-wide supported events per year, as well as ongoing coordination/logistics.
			2.1.4.1 Develop a homebound services best practices guide (i.e. consistent application, consistent fields in spreadsheets we use for tracking home delivery), so we are better aligned and prepared for moving to central delivery in future.
			2.1.4.2 Identify proposed scope of work, funding, barriers for future Home Delivery Services staffing at NT level.
			2.1.4.3 Explore LINCC-wide platform for hold lockers/book vending machines and book returns, including standardizing vendor(s), processes, and procedures for hold lockers/book vending machines.
			2.1.4.4 Identify proposed scope of work, funding, barriers for future book locker servicing at NT level.
	2.2 Provide a full range of valuable and inclusive materials and opportunities for youth.	2.2.1 Increase collaboration & partnerships county-wide to extend our impact on youth literacy.	2.2.1.1 Explore LINCC-wide 1000 Books Before Kindergarten program.
			2.2.1.2 Identify a funding source and proposed scope of work for future Youth Services Coordinator at NT level.
		2.2.2 Strengthen services and support for elementary and middle-school children to improve educational outcomes.	2.2.2.1 Pilot school card program.
			2.2.2.2 Support OBOB program as befitting each school district, including possibility of central support.
		2.2.3 Provide fun, safe, and inviting programs for a diverse group of teens.	2.2.3.1 Explore summit of local teen advisory groups and/or teen users.
			2.2.3.2 Identify potential and/or current partners that support teens.
			2.2.3.3 Develop sustainable funding strategy and coordination of teen art contest.
	2.3 Anticipate emerging needs and provide innovative solutions.	2.3.1 Regularly create and update LINCC strategic and tactical plans.	2.3.1.1 Develop and implement LINCC strategic planning process/cycle based on data collection and assessment.
	2.4 Support inclusive communities by providing diverse collections and opportunities for safe and respectful community conversations.	2.4.1 Ensure availability and discoverability of inclusive materials .	2.4.1.1 Explore opportunities for collaborating on equity audits of collections.

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			<p>2.4.1.2 Explore local cataloging improvements for findability of inclusive materials, as well as advocating for improved subject headings at higher levels.</p> <p>2.4.2 Enhance accessibility of diverse and inclusive programming through collaboration and shared efforts.</p> <p>2.4.3.1 Develop a shared calendar of cultural recognitions and observances.</p> <p>2.4.3.2 Develop/implement shared passive programming for all ages that enhances community building and community dialogue.</p> <p>2.4.3.3 Collaborate on PR efforts to widen access to all programming offerings.</p>
<p>3 Share Our Story</p>	<p>3.1 Develop and implement a public relations strategy to frame and communicate our story.</p> <p>3.2 Build support for and pass a successor library district which provides both a sufficient tax rate and clarity around the roles of all district participants (city libraries, LINCC Library Services central office, the county, and district-wide advisory groups).</p>	<p>3.1.1 Implement LINCC wide inclusive rebranding</p> <p>3.1.2 Improve LINCC's profile and brand identity.</p> <p>3.2.1 Create a proposal for a successor library district.</p> <p>3.2.2 Build support for getting a successor library district measure on the ballot.</p>	<p>3.1.1.1 Develop plan to begin using new inclusive LINCC branding/logo.</p> <p>3.1.1.2 Select/design, purchase, and distribute branded swag for LINCC staff and for public.</p> <p>3.1.2.1 Create PR to more clearly describe LINCC and its role/relation to individual libraries.</p> <p>3.2.1.1 Conduct a district-wide assessment of service needs, staffing needs, capital needs, centralized support needs in order to determine sufficient tax rate for the next 20 years. Assessment to include (but not limited to): inflation;staffing; E-content; physical materials; capital; utilities and contractual services; status of compression and UGB; support & cost for centralized services.</p> <p>3.2.1.2 Once ideal rate is identified, assess needed revisions to governance, district composition and service area boundaries. Include concept(s) for different distribution formulas.</p> <p>3.2.2.1 Develop communications materials/strategies to convey needs to stakeholders/public, including (but not limited to): already-identified needs for sufficient and flexible programming and community meeting spaces; future facility needs including ongoing sustainability and funding of facilities; role of libraries as an essential service and necessity to civic life; information on funding deficits and pending impacts with goal of creating more library advocates; necessity of funding NT (centralized support provider) through District.</p> <p>3.2.2.2 Investigate support available from Every Library/State Library of Oregon/others.</p>