CITY OF
TUALATIN OREGON

Tualatin Public Library

Strategic Planning

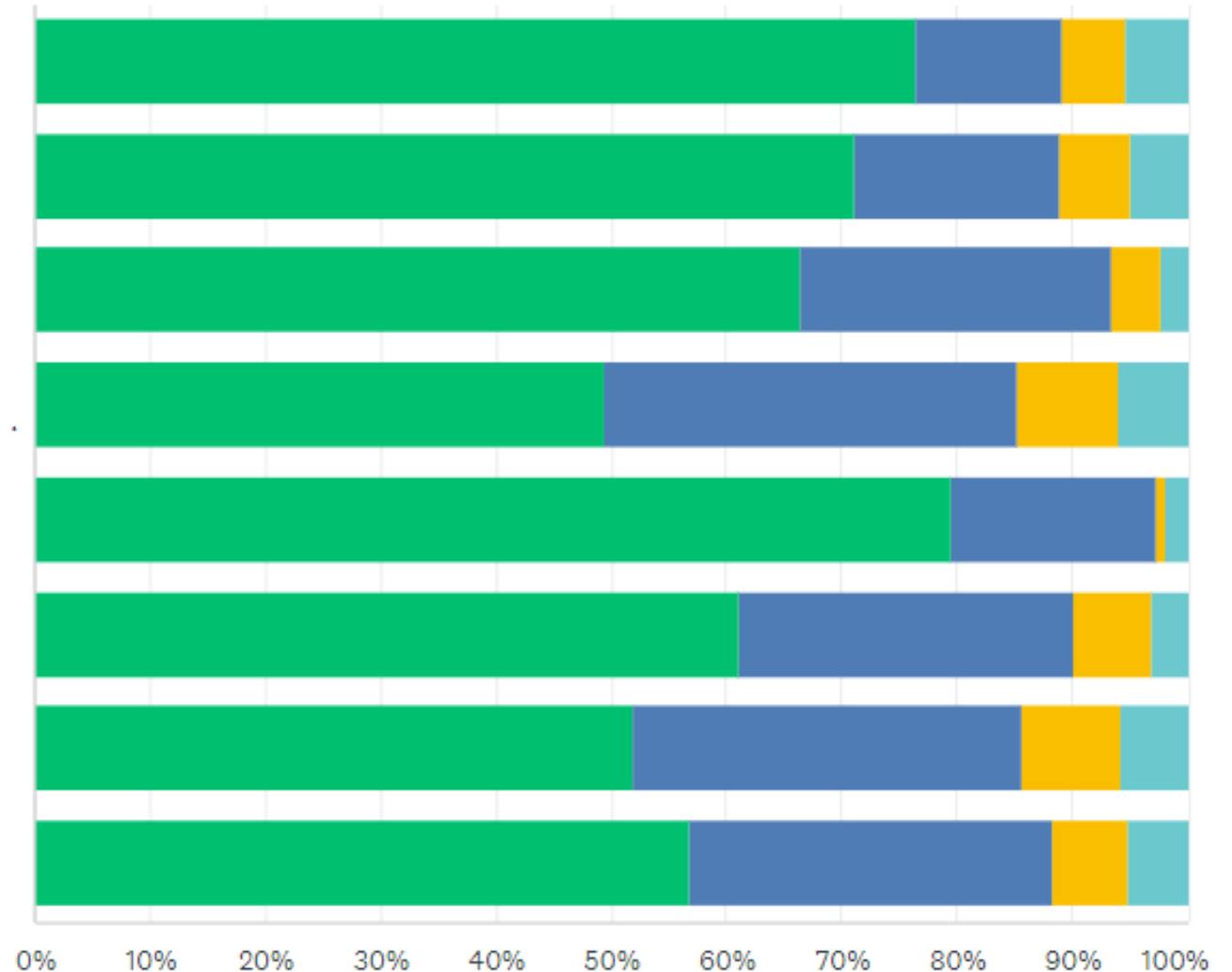**Empowering and enriching our community through learning, discovery, and interaction**

Values

- **Collaboration**: We succeed through cooperation and empowered teamwork.

- **Compassion**: We operate with kindness, empathy, and understanding.

- **Inclusion**: We believe public libraries are for everyone and strive to foster a sense of community.

- **Service**: We place an emphasis on friendly customer service and user experiences.

User Survey

- Supporting childhood reading
- Supporting the educational success of youth
- Supporting lifelong learning for adults
- Offering entertainment and enrichment for families
- Connecting readers to books
- Building a sense of community
- Providing technology/wifi and help with technology
- Offering a place for study, homework, or research

Stakeholder Interviews

- Students need homework, reading, math support

- Isolation, need for socialization = big issues for older adults

- Also a concern for the houseless / low income families

- Latino residents don't know about library services & resources

- Small business owners need training support

- Access to technology important for students, workforce, houseless

Focus Groups

STRENGTHS

Staff

Convenience

Broad Access

Community Outreach

IMPROVE

Awareness of Services

Marketing Programs

In-Person Events

Parking

LIBRARY'S ROLE

Connection

Supporting Learning

Encouraging Reading

Community Hub

THE FUTURE

More Programs

More Makerspace

Weekend Activities

Latino Focus Group

STRENGTHS

Spanish Signage

Meeting Space

Spanish Collection

Communication

Marketing

Spanish Programs

IMPROVE

LIBRARY'S ROLE

Educate Community

Provide Information

A Place to Belong

Language Learning

Council Access

Communication

ISSUES

Community Engagement Themes

- Return to in-person programs
- Improve marketing / awareness
- Support community connection
- Increase bilingual staff & communications
- Support learning, personal development
- Create opportunities for fun

Draft Strategic Priorities 2022-2025

Foster Community Connection

Encourage Learning & Exploration

Promote Discovery & Access

Support Community Inclusion

Questions?