



STRATEGIC PLAN REPORT

2022-2026



A SUMMARY OF THE WILSONVILLE PUBLIC
LIBRARY'S 2022-2026 STRATEGIC PLAN

PREPARED BY:
SHASTA SASSER



A WORD FROM THE LIBRARY DIRECTOR

This strategic planning process has been more challenging and impactful than previous plans. For one, there was a global pandemic happening right at the onset of the planning process. The library also saw some major staffing changes as several long-time staff retired and new staff came on board. I began the process as the operations manager and after the retirement of the previous director, I became the library director around the start of the implementation phase of this plan.

When we started working on this plan, we emphasized to the consultants, Library Strategies, that we wanted to hear from the community. We wanted to listen to what they wanted, what they thought could be improved, what was going well, etc. Those conversations and that feedback directly shaped this plan.

Staff have worked hard over the last five years to implement this plan. We stretched resources, we tried new things, we found grants, we formed partnerships, we got out of the library building and into the community. I'm proud of what we were able to accomplish. I want to thank the staff for jumping into this ambitious plan and serving the community in The Wilsonville Way.

Finally, thank you to the Wilsonville community - we exist for you. I hope you will always find opportunities for joyful discovery, lifelong learning, and community connections here.

SHASTA SASSER
LIBRARY DIRECTOR





GETTING STARTED

The work for this plan began in late 2018 as Library Director Pat Duke, Operations Manager Shasta Sasser, and Library Services Manager Steven Engelfried began researching strategic planning processes and final plans from other libraries. Ultimately, the team decided to hire a consultant to get the most out of community engagement and the planning process.

A request for proposals was published and several consulting firms applied. From the applicants, the library chose Library Strategies. Library Strategies was created for libraries specifically. Their knowledge of the strengths and challenges of libraries was integral in creating the strategic plan.

2019
RECRUIT
CONSULTANT

2020-21
OUTREACH,
CREATE PLAN

2022-26
IMPLEMENT
PLAN

BENEFITS OF USING A CONSULTANT



BROAD COMMUNITY
OUTREACH & OBJECTIVE
PERSPECTIVES



DEDICATED PROJECT
MANAGEMENT



ACTIONABLE PLAN WITH
MEASURABLE OUTCOMES



GATHERING BACKGROUND DATA

In January, 2020, the library began working with Library Strategies on gathering background data and building a foundation of knowledge about the library and the community.

First, Library Strategies needed to learn about the Wilsonville Public Library in detail to understand current positioning, structure, budget, and history. Previous strategic plans were reviewed as well as the library's website, social media platforms, policy documents, and marketing plan. Statistical data including number of visitors, checkouts, digital use, and programs were also evaluated.

Library Strategies also benchmarked the library to several nearby peer libraries of similar service areas and budgets to identify strengths and weaknesses. Libraries identified as peers included Sherwood, West Linn, and Tualatin.

Library Strategies then began learning about the Wilsonville community by reviewing census data, recent community surveys, and reports.

Finally, Library Strategies performed a site evaluation to learn how the physical space is being used, the services provided in the building, as well as how people interact in the space.



RAPID RESULTS INITIAL PLAN

- INFORMATION GATHERING
- FORM PLANNING COMMITTEE
- OUTREACH & COMMUNITY ENGAGEMENT
 - SURVEYS
 - STAKEHOLDER INTERVIEWS
 - STAFF SWOC ANALYSIS
 - FOCUS GROUPS
- LARGE COMMUNITY PLANNING RETREAT
- DRAFT PLAN
- FINALIZE PLAN
- PLAN IMPLEMENTATION



Library Strategies laid out a plan that focused on community engagement and culminated in a large community planning retreat that would include 40-60 attendees. After the initial planning meeting, the Covid-19 pandemic forced the library to pause and re-evaluate the strategic planning process.

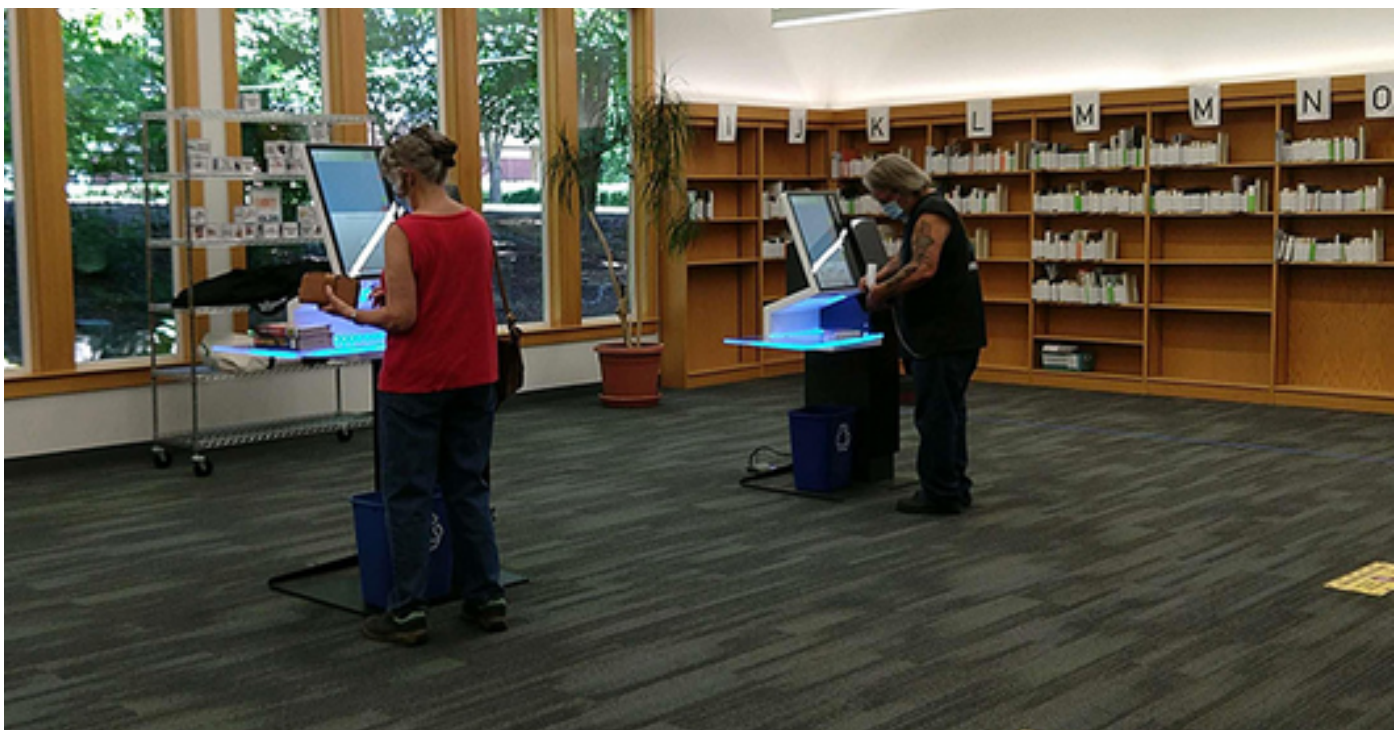
A NOTE ON THE COVID -19 PANDEMIC

In early 2020, the COVID-19 pandemic drastically changed the way the library operated. So much was unknown at the time and serving the community safely in those new circumstances became the library's top priority.

After a pause to work through the initial rapid changes of the pandemic, the library weighed whether to postpone the strategic planning process or continue, knowing that the way we created the planning process would need to be much different than what was initially presented.

The library decided to move forward. Library Strategies worked with the library to create a new customized process. We needed to make sure there were still opportunities to hear from the community, including those who didn't use the library.

The new process would cut out the community retreat and instead add more virtual focus groups. We identified groups such as teens, Spanish-speakers, educators, community partners, Friends and Foundation members, library board, non-library users, and, of course, library users for these focus groups.

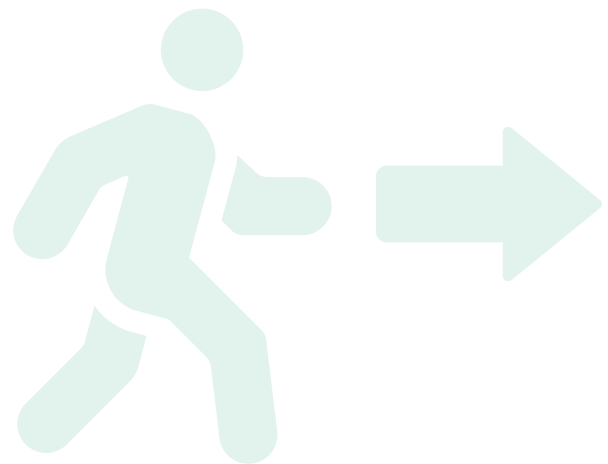




MOVING FORWARD

In April, 2021, the library began to move forward with Library Strategies on the strategic planning process. Several meetings with stakeholders, staff, and library management were held to kick things off.

After the survey, interviews, meetings, and focus groups, a new strategic plan was formed.



Mission, Vision, & Values

After gathering stakeholder, staff, and community input, it was time to start formulating the strategic plan document. The first step in formulating the actual plan based on all of the feedback and data gathered was to create a mission statement, a vision statement, and a list of values. These statements formed the foundation for creating the goals and strategies to follow.

MISSION

Our mission is to enrich and advance the lives of Wilsonville residents, creating opportunities for joyful discovery, lifelong learning, and community connections.

VISION

We envision the Library bringing people and the community together to experience hope, joy, and creativity through learning and discovery.

VALUES STATEMENT

- We are a welcoming space where services and staff reflect the diversity of the community.
- We defend the sanctity of free exploration and expression by individuals.
- We exist for our community. Their needs are first.
- We evolve as our community evolves.
- We are a place to learn, explore, and imagine.
- We consider all residents potential beneficiaries of library services.
- We create opportunities for people to build relationships.
- We honor and celebrate the achievements of our staff and volunteers.



Goals & Strategies



1

GOAL 1: ENHANCE SERVICES & RESOURCES

Strategy 1: Expand programs, resources, and activities for teens and 'tweens.

With the new teen space created during the renovation in 2018, youth services staff began to build up the teen advisory board (TAB) with local teens. Youth staff gave TAB the opportunity to drive the direction of programs.

A “Teen Afterschool Drop In” program was created where teens hang out after school and do activities such as crafts, videogames, or board games. This became such a hit that teens now show up even when there isn't a program planned.

While these changes are great and we have seen a rise in teen attendance at events, we realized that to fully accomplish the increase in programming that the library and the teens wanted, we would need to increase teen staffing.

Adding a full-time teen librarian remains a long term staffing goal for the library. Until then, we will continue to do the most with the staffing we have.

PROGRESS

75%

Goals & Strategies

1

GOAL 1: ENHANCE SERVICES & RESOURCES

Strategy 2: Examine and analyze broad use of collections and make changes, which could include:

1. Expanding Spanish and other language and cultural materials.
2. Growing digital and downloadable materials and resources.

Highlights for this strategy 2.1:

- Spanish and world languages collections were moved to a more central location in the library for easier access.
- World languages collection has increased from 3 languages to 8.
- The library was awarded a grant to purchase more books for our world language collections.
- Staff met with librarians at the Confederated Tribes of the Grand Ronde to seek out more Indigenous materials for children.
- The Wilsonville Public Library Foundation funded an intern position to conduct a diversity audit of the teen collections.

Highlights for this strategy 2.2:

- Hoopla was added as an additional digital platform. It offers instant checkouts; no wait lists.
- LINCC has increased the digital materials budget every year of this strategic plan.
- LINCC created an additional pool of materials just for Clackamas County patrons (separate from the state-wide pool).
- Digital world languages collections were expanded in Libby.

PROGRESS

100%



Goals & Strategies



1

GOAL 1: ENHANCE SERVICES & RESOURCES

Strategy 3: Evaluate demand for online service delivery versus physical collections and service and redistribute budget allocations as needed.

In 2024 a collection evaluation was performed that looked at many factors including checkouts, age of collection, cost, etc. While digital use is increasing steadily, physical collection use remains solid in most areas. Some collection budgets were adjusted slightly and redistributed, but one thing is clear: there is a demand for digital and physical books!

PROGRESS

100%

Strategy 4: Expand scope of adult programming to meet the needs of varied interests and age groups.

The last few years, adult programming has expanded drastically. Examples of new programs include:

- Murder Mystery Nights
- Tiny Art Show
- Sit and Stitch
- Mushroom Hunting
- Tabletop Game Nights
- Trivia Nights
- Computer Classes
- Repair Fairs
- One Book One Coast
- Job Fairs
- Celebration of India

PROGRESS

75%

Goals & Strategies



1

GOAL 1: ENHANCE SERVICES & RESOURCES

Strategy 5: Establish the Library as a place to access technology not available at home.

With the creation of the Library of Things collection, we have added the following items available for checkout:

- Mobile Hotspots
- Film and Slide Scanner
- VHS to DVD Converter
- External DVD/Blu-ray Drive
- FLIR Thermal Camera
- Digital Projector
- Projection Screen
- Automotive Code Reader
- Portable CD Player
- Scanner
- 3D Printing Pen

In addition, the library added a new microfilm reader, a Geochron, an electronic book magnifier.

Strategy 6: Create a plan to incorporate technology for meeting rooms and collaborative spaces.

In 2025, both meeting rooms were outfitted with new technology including setups for virtual meetings with cameras and embedded microphones, new projectors, a dedicated computer for each room, and ClickShare devices. This new technology is flexible and can meet the varied needs of the meeting room users - from presentations, movies, meetings, and productions. This technology is available to anyone using the rooms, including reservations by the public.

PROGRESS

100%

PROGRESS

100%

Goals & Strategies

2

GOAL 2: RAISE AWARENESS AND PROMOTION OF THE LIBRARY

Strategy 1: Update marketing plan, especially targeting underserved audiences and non-users.

An additional staff position for marketing and promotion is identified on the library's long-range staffing plan. Currently, marketing and promotion tasks are split among existing staff. Through partnerships with other city departments, other community groups, and other LINCC libraries, the library has focused on cross promotion with these groups to increase visibility.

A new marketing plan overhaul would be a priority project for a future marketing and promotion position in conjunction with library leadership. In the meantime, we will do the best we can with the staff and resources we have.

PROGRESS

40%

Strategy 2: Review use of social media to ensure messages are reaching desired audiences.

The library had limited presence on Instagram and some presence on Facebook at the beginning of this strategic plan. In winter of 2025, a staff person interested in social media has increased posting. Reach, views, and content engagement have doubled.

Now that the library is posting regularly and has built up its followers, the next steps will be to evaluate which target audiences we are reaching and how we can reach additional audiences.

PROGRESS

80%

Goals & Strategies



2

GOAL 2: RAISE AWARENESS AND PROMOTION OF THE LIBRARY

Strategy 3: Develop additional methods to attract new and existing users to the range of Library Services.

Partnerships and outreach have been a priority for the library in the last few years. By going out and meeting the community where they are, we are reaching more community members. Outreach includes regular visits to local apartments, daycares, and the food bank.

Through partnerships with WIC, DHS, Goodwill and others, we are able to offer more connections to services and reach a wider audience.

Strategy 4: Improve the website to increase ease of use by all users.

Within this strategic plan timeframe the website was evaluated and improved. More staff were trained to make changes for more timely updates. Currently in progress, the city is undergoing website backend improvements and making a plan to meet or exceed new accessibility standards.



PROGRESS

90%

PROGRESS

100%

Goals & Strategies

3

GOAL 3: EXTEND ACCESS TO LIBRARY SERVICES

Strategy 1: Deepen and extend partnerships with local schools.

Highlights from this strategy:

- Regular visits to middle and high schools during lunchtime
- Kindergarten Carnival welcomes new students
- Summer Reading visits to every elementary school class
- Continued to build relationships with teacher-librarians
- Work with West Linn Public Library on school newsletter
- Weekly book pickup/drop off at schools
- Educator cards offered with higher checkouts and longer borrows
- Teacher bundles where youth staff put together books on specific topics
- Family night open houses for each elementary school
- Collaboration between West Linn Public Library to bring consistent service across school district



PROGRESS

100%

Goals & Strategies

3

GOAL 3: EXTEND ACCESS TO LIBRARY SERVICES

Strategy 2: Evaluate and explore changing/adding the hours when programs are offered.

In the survey and focus groups, the community expressed interest in more family programming on the weekends. We have added regular weekend programming funded by the Friends of the Wilsonville Library. We also have added more evening programs. Adjusting staff schedules and adding another part-time youth librarian has allowed us to offer more weekend programs as well.

Strategy 3: Explore/find options to remove or lessen the impact of library fines.

Wilsonville Public Library and West Linn Public Library went fine-free in January 2026!



PROGRESS

100%

PROGRESS

100%

Goals & Strategies

3

GOAL 3: EXTEND ACCESS TO LIBRARY SERVICES

Strategy 4: Expand outreach to and involvement with the Latino community.

In terms of staffing, the library went from 1 Spanish-speaking staff person to 7. The library now has a Spanish-speaking notary.

Partnerships have been developed with the Family Empowerment Center, ESL classes have been added and regular visits are made to Autumn Park Apartments. Events celebrating Dia del Niño, Dia de los Muertos, and Los Posadas have been added to the library's annual lineup. Spanish storytime has been added. In addition, the Spanish materials collection has been bolstered.

Most printed flyers, notices, and forms are now available in English and Spanish.

PROGRESS

75%

Strategy 5: Broaden community partnerships.

New Partnerships include (but are not limited to):

- WIC
- DHS
- Goodwill
- WV Community Sharing
- Schools & District
- Coffee Creek Correctional Facility
- Heart of the City
- Adult Transition Program
- Victory Academy
- Evergreen Child Development
- Building Blocks Early Learning
- Autumn Park, Canyon Creek, Weidemann Park, Creekside, Main Street apartments
- West Linn Public Library
- City Departments: Parks, SMART
- NW Alternative Housing
- Clackamas Parenting Together
- NAMI Clackamas, Basic Rights Oregon
- The Springs at WV, SpringRidge

PROGRESS

100%

Goals & Strategies

4

GOAL 4: IMPROVE PHYSICAL SPACES

Strategy 1: Rework, enhance, and possibly expand the teen area.

The Teen Advisory Board and youth services staff have made the new teen space a welcoming and functional space for teens with movable shelving, computers, study space, and large monitors for movies/videogames. The new space was a vast improvement over the previous teen room.

In 2025 library staff investigated the cost of enclosing the teen space with a wall and several windows. The enclosure of the teen space would allow teens the ability to use the space without having to worry about noise levels. The estimated cost was around \$80,000. This remains a priority for future funding opportunities and will be a part of a future facilities master plan.

Strategy 2: Evaluate current public computer use and consider options for patron privacy and mobility.

Due to the nature of public computers, staff ultimately decided not to add privacy screens or cubicles. However, computers have much more distance between them than the previous layout. There has been a recent uptick in computer use, so staff are evaluating the space and deciding if more computers are needed.



PROGRESS

70%

PROGRESS

100%

Goals & Strategies

4

GOAL 4: IMPROVE PHYSICAL SPACES

Strategy 3: Make outdoor space more friendly and usable.

Access to the children's patio from the children's room was created in the 2018 renovation. Since then, toys and furniture have been purchased to make the space more inviting and usable. This space is heavily used!

The library in conjunction with Public Works and the Foundation has commissioned architectural renderings of a patio renovation for fundraising purposes. This will likely be a multi-year fundraising effort by the Foundation.

Strategy 4: Explore options for adding small meeting rooms.

In 2026 the Wilsonville Public Library Foundation was awarded a Wilsonville-Metro Community Enhancement Grant to purchase two study pods, one of them ADA accessible. The two study pods should be installed in the library late 2026.



PROGRESS

75%

PROGRESS

100%

Goals & Strategies

4

GOAL 4: IMPROVE PHYSICAL SPACES

Strategy 5: Improve signage and wayfinding tools for patrons inside the library.

In 2024 new interior wayfinding was designed and installed by Felt Hat. The new wayfinding incorporated tree themes and tied into the 2018 renovation design. Portals into the different areas of the library include Spanish and English wayfinding.



PROGRESS

100%

Strategy 6: Designate a gender neutral restroom.

The two single-user nonfiction restrooms have been identified as future gender neutral restrooms and will be added to a future facilities master plan. In the meantime, there is one gender neutral restroom available in the public area.



PROGRESS

50%

Goals & Strategies

4

GOAL 4: IMPROVE PHYSICAL SPACES

Strategy 7: Explore options for using unused land near parking lot.

The unused land near the parking lot could potentially be used for building expansion or an additional building. Potential uses could be performance space, maker space, study rooms and conference rooms. Library staff investigated the potential, but funding is unavailable for such a large project at this time.

Strategy 8: Identify and promote environmental sustainability within the building.

Staff formed a committee to focus on making positive steps in environmental sustainability. That committee has made suggestions that have been implemented such as collecting bottles and cans for recycling, reducing printing, etc. A staff person from the library also attends the city's larger sustainability committee. The library also shares Storywalk pages books with West LInn Public Library to reduce printing and laminating.



PROGRESS

100%

PROGRESS

100%

Goals & Strategies

5

GOAL 5: INCREASE LIBRARY RESOURCES

Strategy 1: Increase library resources through partnering with local organizations & grants.

The library and partners have applied for and been awarded several grants including the Wilsonville-Metro Community Enhancement Grant, Ready2Read Grant, LSTA Grant, State Library of Oregon Mini Grant.

Through partnering with other local organizations, the library has been able to offer more programming and services to the public.

Strategy 2: Explore initiative to advocate for and increase public funding.

A task force was created by the County Commission to look at the current library district and recommend a path forward that addresses funding shortfalls for several libraries. That work is still in progress and will be part of a larger evaluation and strategic direction for the library district..



PROGRESS

100%

PROGRESS

100%

Goals & Strategies

5

GOAL 5: INCREASE LIBRARY RESOURCES

Strategy 3: Determine staffing increases or changes required to meet strategic plan goals.

In 2022 the library director worked with city human resources to map out a long term staffing plan. Quickly identified were two part-time positions - one in youth services and one in circulation - that were needed to reduce the library's reliance on on-call staff. In addition, the library's outreach position was increased to full-time. Future staffing needs that have been identified are a teen librarian, an additional adult librarian, and a marketing and promotions staff position.

PROGRESS

100%

Strategy 4: Work with the Library Foundation and Friends to continue to grow private support for programs and activities.

In addition to regular annual support for things like summer reading and summer science programs, the Friends and Foundation have both taken on additional projects to improve the library and library services. The Friends now fully support the Library of Things collection and with a Wilsonville-Metro Community Enhancement Grant, purchased the library's book bike. The Foundation funded the Geochron, the new mural in the children's room, cellular signal booster, and with a Wilsonville-Metro Community Enhancement Grant is funding two study pods.

PROGRESS

100%

Goals & Strategies

6

GOAL 6: ENGAGE WITH CITY INITIATIVES INCLUDING THE DEI COMMITTEE AND ACHC

Strategy 1: Engage with the City's Arts, Culture, and Heritage Commission

The director attends the ACHC meetings as an ex-officio member and works closely with the management analyst for Arts, Culture and Heritage. The director reports to the ACHC on arts-related programs at the library. The library has worked with the ACHC on the children's mural project, a temporary art installation in conjunction with Coffee Creek Correctional Facility, and the director is part of an internal review panel anytime there is a request for qualifications.

PROGRESS

100%

Strategy 2: Work closely with the city and county DEI committees to develop objectives for improvement in DEI.

Highlights from this strategy include:

- Increase in DEI programming & book displays
- Library Services Manager attends all DEI meetings
- Hearing loop technology added to service desks
- Video book reader added
- Staff DEI, mental health first aid, suicide prevention, and de-escalation training
- Co-hosting DEI Speaker Series
- More Spanish-speaking staff
- Wheel the World verified partner
- Sensory kits added for in library use and checkout
- World language collections expanded
- Most flyers, brochures available in Spanish

PROGRESS

100%



NEXT STEPS

Library staff will take this year to reflect on the strategic planning process. What went well? What could we do better? What do we want to do differently next time? In what new ways can we engage the community?

Staff will begin the next strategic planning process in FY27/28. We are excited to see where the next plan will take us!



FY27/28