



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: January 20, 2022		Subject: Library Department Strategic Plan	
		Staff Member: Shasta Sasser, Interim Director & Operations Manager, and Steven Engelfried, Library Services Manager	
		Department: Library	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: N/A	
Staff Recommendation: N/A			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input type="checkbox"/> Adopted Master Plan(s):	<input checked="" type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Introduce the Library Department's strategic plan.

EXECUTIVE SUMMARY:

The Library has undergone a strategic planning process for the future of the department. Through a Request For Proposal (RFP) process, Friends of St. Paul Public Library, a Minnesota non-profit corporation (dba “Library Strategies”) was selected as the strategic planning consultant to facilitate the process. Their work has been completed, with this presentation to City Council being their final task. A steering committee of library stakeholders worked closely with the consultants and library leadership team to develop the plan throughout the process and consisted of Library staff, board members, educators, small business owners, and community members. Library Strategies worked with the library leadership team to gather background information and perform comparisons to other libraries of similar size and service populations to develop benchmarks. A survey was created to ask the community about the library and what they would like to see in the future. The survey was available online on *Let’s Talk* Wilsonville, on the library website, and in paper format for several weeks. Library Strategies performed phone interviews with library stakeholders to gather more information about current strengths and weaknesses of the library, as well as aspirational desires for the library.

Library Strategies then met with the staff in two larger meetings to gather feedback and ideas. Several individual focus groups made up of four to eight community members including regular users and non-users, met virtually to answer questions posed by Library Strategies and have conversations about the library. There was also a teen-specific focus group and a focus group geared towards Spanish speakers. Library Strategies compiled all of the data gathered and worked with Library staff to create the strategic plan, which the department will implement over the next five years. Finally, at the all-staff in-service day, library staff worked with Library Strategies to start a work plan, which is the document guiding staff internally towards the strategic planning goals. The first year will focus on gathering data, performing researching, and establishing best practices for achieving some of these goals, including looking at resources available, resources needed, a collection evaluation, and examining ways to reduce barriers to services and access. The first year will also include a Wayfinding project.

As a part of the strategic planning process an updated vision, mission, and values statements were developed. Six department goals were established to align with the vision, mission, and values statements, including:

1. Enhance services and resources
2. Raise awareness and promotion of the Library
3. Extend Access to Library Services
4. Improve physical spaces
5. Increase Library resources
6. Engage with City initiatives including the Equity, Diversity and Inclusion Committee and the Arts, Culture and Heritage Strategy

Each goal has two – eight strategies, which staff plans to implement from July 2022- June 2026.

EXPECTED RESULTS:

The Library staff will start implementing this plan July 2022.

TIMELINE:

Staff is preparing a phased internal work plan to implemented the strategic from July 2022 – June 2026

CURRENT YEAR BUDGET IMPACTS:

N/A.

FINANCIAL REVIEW:

Reviewed by: KAK Date: 1/11/2022

LEGAL REVIEW:

Reviewed by: BAJ Date: 1/11/2022

COMMUNITY INVOLVEMENT PROCESS:

The community was invited to participate in the development of the strategic plan by participating in surveys, the steering committee, and focus groups during fiscal year 19/20 and 20/21.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

Implementing the strategic plan will enhanced services, which could include improvements to programs, collections, facilities, and staffing.

ALTERNATIVES:

N/A

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

1. Wilsonville Library Strategic Plan
2. Library Strategies Presentation Slides