Attachment 2

# LIBRARY STRATEGIES

WILSONVILLE PUBLIC LIBRARY Strategic Plan 2022-2026 Overview Lead Consultants: Stu Wilson & Sharon Griggins



### **Planning Process**

- Work with staff leadership and community committee
- Data review and consultant assessments
- Peer library benchmarking
- Two staff meetings and staff survey
- Community survey and post-Covid update
- Community interviews
- Series of community focus groups
- Plan development
- Implementation plan session and development

### **Primary Findings - 1**

- The Library is well liked and highly valued
- Services are excellent for its size. Children's services are outstanding
- More of everything desired
- Staff resources are strained
- It is an important community gathering space
- More marketing to non-users needed

# Primary Findings - 2

- Demand for teen/tweens services
- More connection to Latinx population needed
- Rearranging physical space opportunities
- More connections to local history, culture, and programming are desired
- Benefits from deeper partnerships, esp. with schools and the City
- Library could advance a stronger EDI lens

#### **STRATEGIC PLAN – Mission & Vision**

#### 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.

STRATEGIC PLAN – 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 will 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.

# Goal 1 - Enhance Services and Resources

- Expand teens and 'tweens focus
- Analyze collections balance
- Evaluate online vs. physical service delivery
- Expand variety of adult programs (and no. if possible)
- Keep technology up-to-date

# Goal 2 - Raise Awareness and Promotion of the Library

- Update and implement marketing plan focused on nonusers, and use of social media
- Promote the broad range of Library services
- Improve the website

## Goal 3 - Extend Access to Library Services

- Deepen school partnerships
- Explore options for children's program schedule to allow more access for working families
- Work to remove library fines
- Expand involvement with the Latinx community
- Broaden community partnerships (social services and cultural programs)

# **Goal 4 - Improve Physical Spaces**

- Improve teen area
- Consider changes to computer area (or delivery method)
- Improve the outdoor space
- Explore adding small meeting rooms
- Improve wayfinding tools/Designate gender-neutral bathroom
- Explore options for using unused land near parking lot
- Promote environmental sustainability

# Goal 5 – Increase Library Resources

- Increase mutually beneficial partnerships
- Explore options to increase public and private funding
- Determine required staffing increases or changes required to meet goals

Goal 6 - Engage with City Initiatives including the Equity, Diversity and Inclusion Committee and the Arts, Culture, and Heritage Strategy

- Engage City's Art, Cultural and Heritage Strategy
- Work to improve in EDI in spaces, services, staffing promotion, training, etc.

# Thank you! Questions?

