



# STRATEGIC PLAN 2022-2026



PREPARED BY

**LIBRARY  
STRATEGIES** 



## 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 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.



# GOALS & STRATEGIES

## GOAL 1: ENHANCE SERVICES AND RESOURCES

### STRATEGIES:

1. Expand programs, resources, and activities for teens and 'tweens
2. Examine and analyze broad of use of collections and make changes, which could include:
  - a. expanding Spanish and other language and cultural materials
  - b. growing digital and downloadable materials and resources
3. Evaluate demand for online service delivery versus physical collections and service and redistribute budget allocations as needed
4. Expand scope of adult programming to meet the needs of varied interests and age groups
5. Establish the Library as a place to access technology not available at home
6. Create a plan to incorporate technology for meeting rooms and collaborative spaces





## GOAL 2: RAISE AWARENESS AND PROMOTION OF THE LIBRARY

### STRATEGIES:

1. Update marketing plan, especially targeting underserved audiences and non-users
2. Review use of social media to ensure messages are reaching desired audiences
3. Develop additional methods to attract new and existing users to the range of Library services
4. Improve the website to increase ease of use by all users

## GOAL 3: EXTEND ACCESS TO LIBRARY SERVICES

### STRATEGIES:

1. Deepen and extend partnerships with local schools
2. Evaluate and explore changing/adding the hours when programs, especially for younger children, are offered to better accommodate a variety of schedules
3. Explore/find options to remove or lessen the impact of library fines
4. Expand outreach to and involvement with the Latinx community
5. Broaden community partnerships, especially in the areas of social and mental health services and cultural/literary programming

## **GOAL 4: IMPROVE PHYSICAL SPACES**

### **STRATEGIES:**

1. Rework, enhance and possibly expand the teen area
2. Evaluate current public computer use and consider options for patron privacy and mobility
3. Make the outdoor space more friendly and usable, especially for children and caregivers
4. Explore options for adding small meeting rooms
5. Improve signage and wayfinding tools for patrons inside the Library
6. Designate a gender neutral bathroom(s)
7. Explore options for using unused land near parking lot
8. Identify and promote environmental sustainability within the building

## **GOAL 5: INCREASE LIBRARY RESOURCES**

### **STRATEGIES:**

1. Increase library resources through partnering with local organizations [include grants?]
2. Explore initiatives to advocate for and increase public funding
3. Determine staffing increases or changes required to meet strategic plan goals
4. Work with the Library Foundation and Friends to continue to grow private support for programs and activities

## **GOAL 6: ENGAGE WITH CITY INITIATIVES INCLUDING THE EQUITY, DIVERSITY AND INCLUSION COMMITTEE AND THE ARTS, CULTURE, AND HERITAGE STRATEGY**

### **STRATEGIES:**

1. Engage with the City's Art, Cultural and Heritage Strategy
2. Work closely with the city and county EDI Committees to develop objectives for improvement in equity, diversity, and inclusion
  - Evaluate the physical space and identify initiatives to better reflect the community
  - Review library services (collections, programs) for potential improvements
  - Ensure that Library promotion and messaging is inclusive of the community
  - Create a plan for regular training for staff in EDI issues and customer service