



STRATEGIC PLAN 2019-2022

BACKGROUND

Beginning in 2018, the Chetco Community Public Library began working on its first official Strategic Plan. It is critical that we regularly examine ourselves and adapt to our local community's current aspirations and challenges, changing societal values and human experiences, advances in technology, and developments within the broader library field. So we plan to redo our plan every three years.

Our belief is that the library, through pursuit of our vision and mission, will continue to play a vital role in the continued growth and strengthening of our community. We expect that the 2019-2022 Strategic Plan will guide library staff in their work and inspire others to engage with us in creating a better community.

VISION

The vision statement speaks to our hope for the future of our community.

A community that provides access to resources that broaden horizons, increase participation, and foster creativity.

MISSION

The mission statement serves as the primary goal of the library and lays down a path for what the library will do to help achieve the vision for the community.

Our library provides a welcoming environment with access to diverse resources and activities to inspire new ideas, build connections, and promote lifelong learning and growth.



AREAS OF FOCUS

The following strategic priorities outline the library's main areas of focus over the next three years. Although they do not capture every possible aspect of our activity and work, they highlight the key differences we want to make in our community. They also serve as the framework for enhancing existing work and developing new initiatives.

Cultivate Learning & Personal Growth

Stimulate Imagination

Foster a Welcoming Environment

Engage the Community



GOALS

Cultivate Learning & Personal Growth

- Create young readers
- Increase literacy in our community
- Offer job and career assistance
- Connect people with technology and training
- Improve the health of our community members

Stimulate Imagination

- Expand creative outlets for adults
- Provide entertainment options for all ages
- Improve collection and circulation

Foster a Welcoming Environment

- Improve accessibility
- Improve and repair facilities
- Maximize space for comfort and functionality
- Eliminate barriers to use
- Celebrate diversity & inclusion

Engage the Community

- Build library brand and increase marketing
- Improve online presence
- Expand library services offsite
- Build the library as a place to connect



ACTIVITIES

Each goal has several activities. These are not exhaustive, but a sampling of goals that we hope to achieve.

Cultivate Learning & Personal Growth

| Create Young Readers | Increase Literacy in our Community | Offer Job & Career Assistance | Connect People with Technology and Training | Improve the health of our Community members |
|--|---|---|---|--|
| Update & improve the juvenile and young adult book collections | Provide adult literacy education and materials | Provide resume, cover letter, and interview skills classes | Offer technology training classes | Offer nutrition, health, and exercise classes |
| Expand enrollment in the Dolly Parton Imagination Library | Provide programming to support financial, food, digital, and information literacy | Organize and share job search resources | Provide photo, audio, and video editing software onsite | Encourage less screen time and more activity |
| Create attractive, comfortable spaces for children and families to read | Increase resources for English as a Second Language patrons | Provide physical and online test prep resources, and become a test proctor location | Improve library network and Wi-Fi access | Offer expanded materials on mental and physical well being |
| Look for opportunities to partner with area schools for joint activities | Offer language learning resources | Offer GED information, referrals, and materials | Provide access to technology that patrons may not otherwise be able to access | Provide healthy food options at events where refreshments are served |



Stimulate Imagination

| Expand Creative Outlets for Adults | Provide Entertainment Options for All Ages | Improve Circulation and Collection |
|---|---|---|
| Provide classes and meetup opportunities for current and aspiring artists | Improve DVD selection and browsability | Use circulation statistics and patron feedback to build collection in areas of interest |
| Provide opportunities for writers and artists to develop and share their work | Explore feasibility of loaning video games and having gaming consoles onsite | Weed entire collection based on professional standards |
| Research the viability of offering art supplies and tools for checkout | Continually look for opportunities to expand cultural activities, such as bringing in quality entertainers, authors, and speakers, or providing space for community arts events | Research new ways to market our physical and digital collections |
| | | Circulate non-book materials |



Foster a Welcoming Environment

| Improve Accessibility | Improve & Repair Facilities | Maximize Space for Comfort and Functionality | Eliminate Barriers to Use | Celebrate Diversity & Inclusion |
|--|---|--|---|--|
| Create computer station with accessibility tools | Hire facilities inspector and develop and long-term facilities plan | Hire space consultant to evaluate existing spaces for areas of improvement and growth | Work towards eliminating late fines | Build Spanish language collection, and explore offering services and programs in Spanish |
| Continually work to make the library website accessible according to W3C guidelines | Replace carpet, repair/replace parking lot and roof, and maintain updated list of necessary repairs and upgrades | Improve adult seating options | Consider expanding or adjusting open hours to meet patron needs | Identify and eliminate any exclusionary policies or practices |
| Research building and parking lot upgrades that can be made to accommodate those with disabilities | Research renewable power systems, low energy lighting and equipment, and additional ways to be environmentally friendly | Explore options for creating designated quiet space(s) | Create a self-checkout station | Seek out speakers and programs that reflect a wide variety of ethnicities, cultures, and lifestyles |
| | Improve lighting throughout the building | Evaluate options for expanding facilities by building on to existing facility or building/ purchasing additional space(s). | | Encourage and provide opportunities for respectful interaction surrounding issues of discrimination and inequity |



Engage the Community

| Build Library Brand & Increase Marketing | Improve Online Presence | Expand Library Services Offsite | Build the Library as a Place to Connect |
|--|---|---|---|
| Create a marketing plan | Redesign and continually evaluate website to be more attractive and user friendly | Engage with local facilities to deliver materials and services | Seek opportunities for partnerships with community agencies, groups, and people |
| Use consistent branding to build recognition | Expand online resources | Explore avenues for delivering materials to homebound patrons | Host events that encourage interaction |
| Explore avenues for expanding into radio or podcasting | Increase use of Facebook and explore expansion into other social media outlets | Explore partnerships with the Parks Department to provide programs at area parks | Provide space and tools for collaboration |
| Create branded items (such as tote bags) for use in marketing and outreach | Use website and social media to provide opportunities for patron feedback and input | Develop library classes and tutorials that can be delivered offsite by library staff upon request | Equip meeting rooms with the technology needed for video conferencing |