



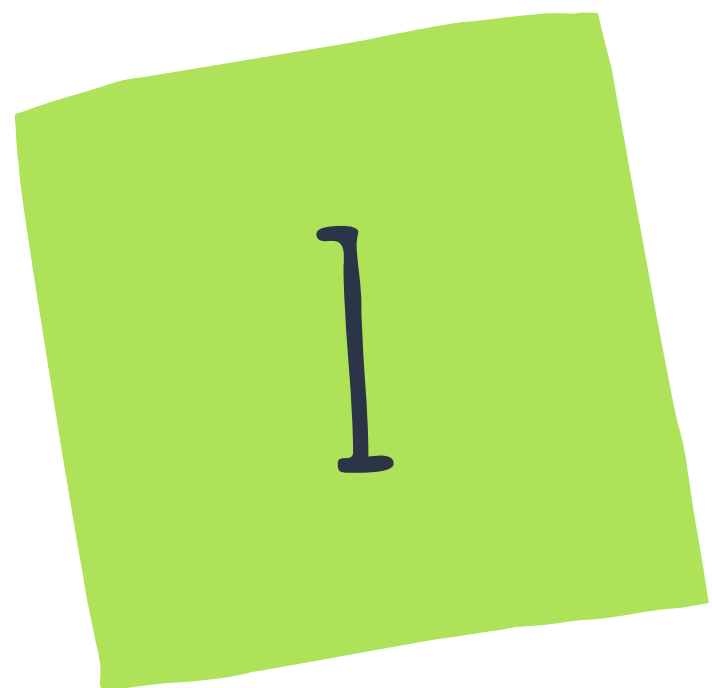
STRATEGIC PLAN UPDATE, ALSR 2022





Mission Statement

The Pendleton Public Library strives to provide access to free educational programs, literary experiences, and information resources within our facility and beyond.



IMPROVE FINANCIAL STABILITY



IMPROVING OUR FINANCIAL
STABILITY CAN BE ACHIEVED BY
INCREASING FUNDRAISING EFFORTS,
CONSERVING RESOURCES, AND
ESTABLISHING NEW STREAMS OF
REVENUE.

WORK WITH PFOL TO CREATE ONE NEW FUNDRAISER A YEAR

2 MINI-BOOKSALES, ONE BOX SALE

APPLY FOR GRANT FUNDING USING THE PFOL 5C103 NON-PROFIT STATUS:

???

RECRUIT A SKILLED VOLUNTEER BASE : GRANT WRITING, FUNDRAISING, CLASS
INSTRUCTION

3 CLASSES OFFERED BY PARKS DIRECTOR, KNITTING CLASSES, WORKING WITH UAS TEST
RANGE ENGINEERS TO PROVIDE STEM OPPORTUNITIES, JOINT FUNDRAISING WITH
PARKS AND REC

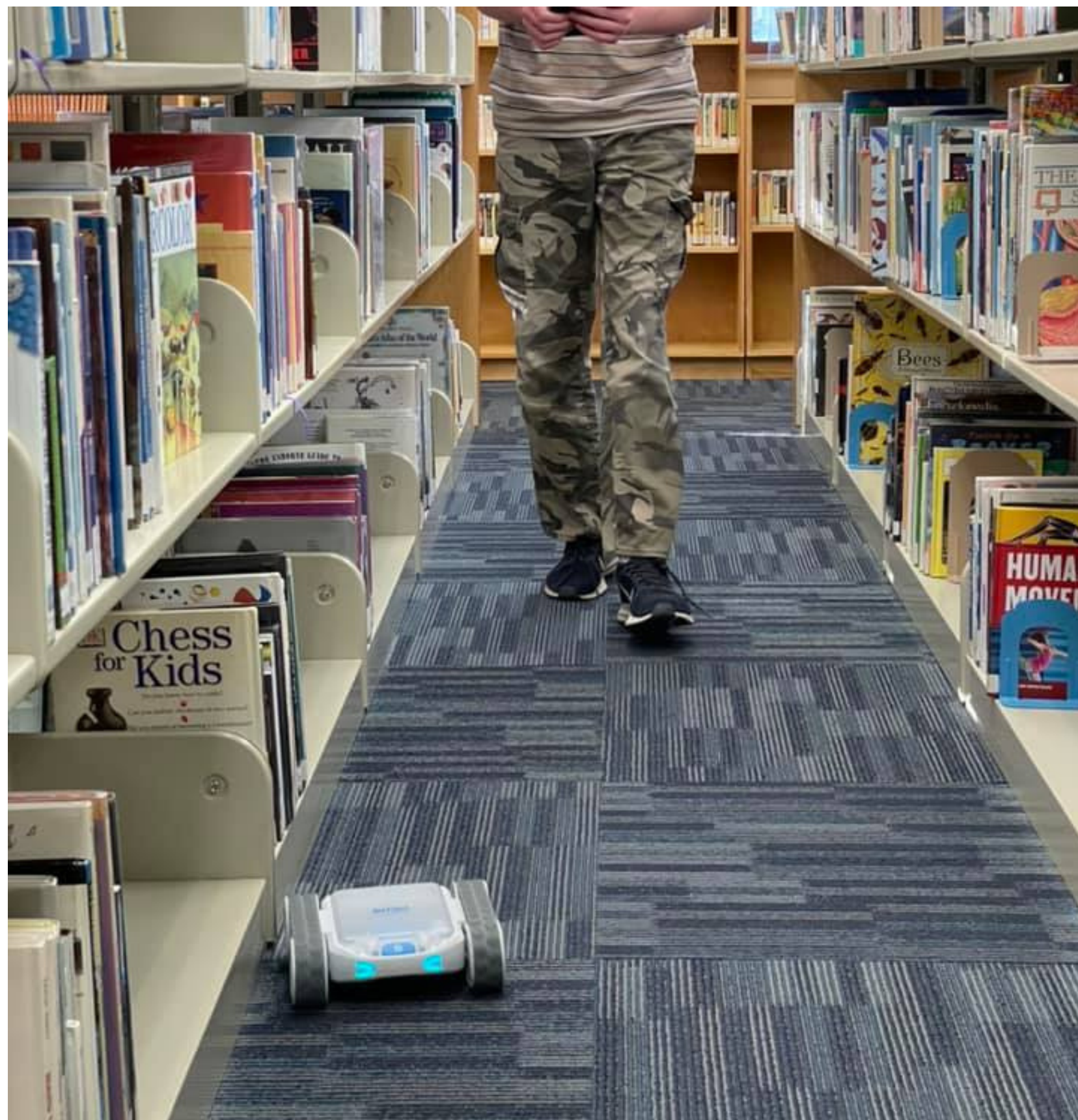
APPLY TO 5-7 GRANTS PER YEAR

OREGON CULTURAL COALITION, WILDHORSE FOUNDATION, OREGON COMMUNITY FOUNDATION,
STATE LIBRARY (X3), PACIFIC POWER, UMATILLA COUNTY CULTURAL COALITION, ST. ANTHONY'S
GRANT, WALMART, ARPA

BUILD AND MAINTAIN A LIBRARY SPECIFIC GRANT DATABASE:

ONGOING PROCESS

DEVELOP NEW PARTNERSHIPS WITH COMMUNITY
ORGANIZATIONS AND BUSINESSES THAT SHARE OUR GOALS



Partnerships 2021

ALTRUSA

Knights of Pythias

Triple P: Positive Parenting Program

City of Pendleton Police, Fire, Public Works &

Parks and Recreation

Pendleton School District















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INCREASE AWARENESS OF THE LIBRARY
IN THE COMMUNITY



THE STRATEGIC PLANNING COMMITTEE
IDENTIFIED THE FOLLOWING ACTIONS TO
REACH A BROADER AUDIENCE

INCREASE OUR ONLINE PRESENCE: IMPROVED CITY WEBSITE

INVEST IN RADIO ADVERTISING: TWO RADIO ADVERTISEMENTS,
3RD ON THE WAY.

PROVIDE DIRECT MAILERS TO LOCAL INFORMATION
HUBS: ?????

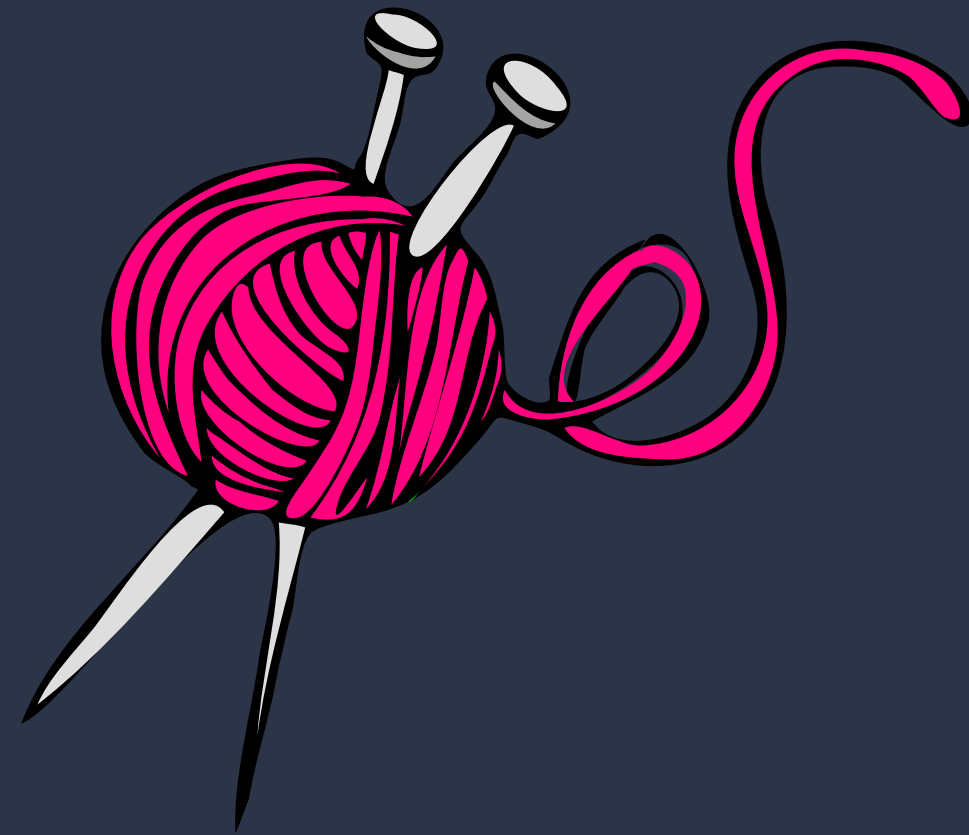
PRESENT TO LOCAL SOCIAL GROUPS & SERVICE ORGANIZATIONS:
ROTARY, LIONS, ALTRUSA, VFW, KNIGHTS OF PYTHIAS



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PROVIDE OPPORTUNITIES TO EXPLORE
PERSONAL INTERESTS



Knitting Supplies



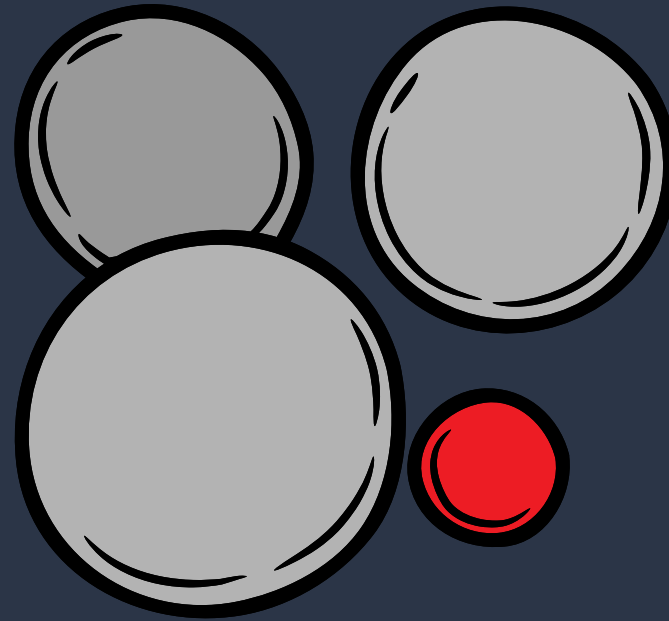
Camping Gear



SUP Board & Kayak



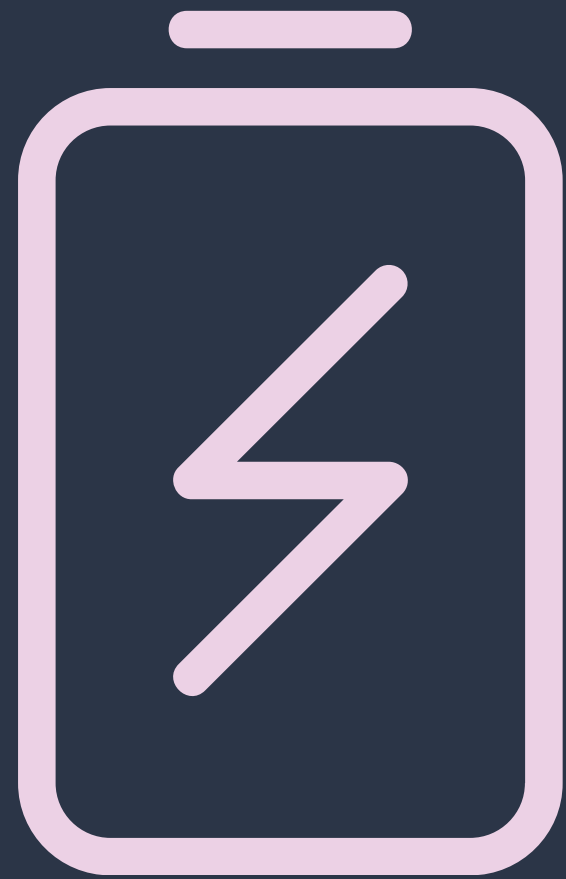
Disc Golf Sets



Yard Games



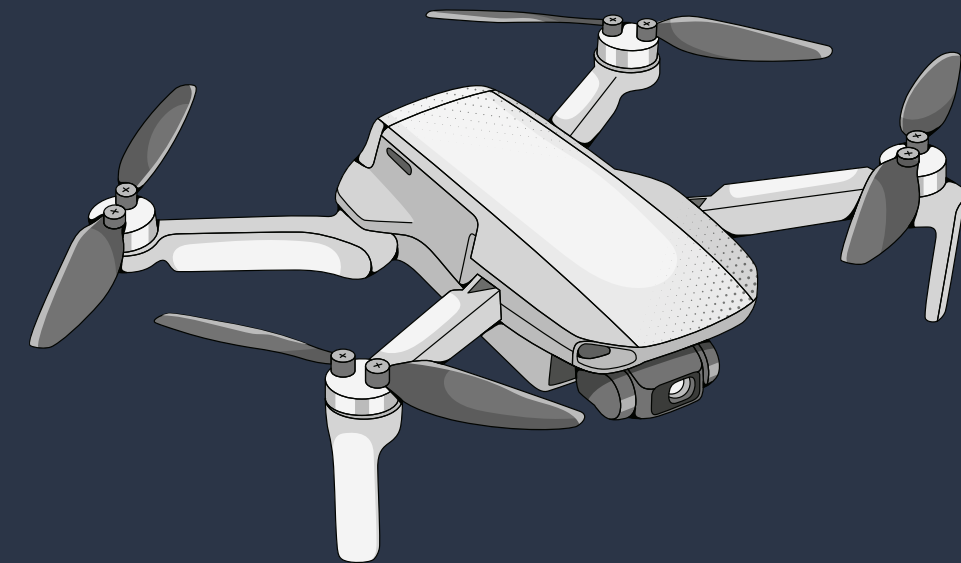
eReaders



Solar Powered Charger



Laptops



Drones



Nintendo Switch



American Girl Dolls



4

SUPPORT YOUNG READERS AND
PROMOTE COMMUNITY LITERACY



INTRODUCE SCIENCE TECHNOLOGY ENGINEERING ART AND
MATHEMATICS (STEAM) PROGRAMMING FOR AGES 8-12

CREATE A STUDY ROOM THAT CAN BE RESERVED BY PATRONS

OFFER INFORMATION LITERACY TOURS FOR LOCAL EDUCATION
PROGRAMS

PROVIDE VIDEO TUTORIALS ON OUR ONLINE RESOURCES PAGE FOR LIVE
AND RECORDED INSTRUCTION







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PROVIDE A HIGH QUALITY COLLECTION
OF MATERIALS FOR CHECK-OUT

\$1,000 FROM TRIPLE P FOR PARENTING COLLECTION

\$1,000 BLEK ESTATE FOR TEEN COLLECTION

\$1,000 FROM WILDHORSE FOR EARLY LITERACY COLLECTION

\$1,500 FROM OREGON COMMUNITY FOUNDATION

PICTURE BOOKS, AND JUVENILE EBOOKS

\$8,000 FROM ARPA GRANT FOR BOOK MOBILE COLLECTION



WHAT CHANGES WOULD YOU HAVE MADE TO BETTER MEET THE NEEDS IN YOUR COMMUNITY?

START NEW PARTNERSHIPS



MORE SCHOOL OUTREACH



SURVEY NON-LIBRARY USERS



WHAT ACTIONS DID YOU TAKE TO BETTER INCREASE AWARENESS OF THE DISTRICT?

PARTICIPATED IN AND PROMOTED
ROAD TRIP PROGRAM

facebook

Display



OUTSIDE OF FINANCIAL SUPPORT, IN WHAT WAYS CAN THE DISTRICT SUPPORT LIBRARIES, STAFF MEMBERS
AND CUSTOMERS?

1. PROMOTING PROGRAMMING AND SERVICES
2. TRAININGS ON LIBRARIAN AND PROFESSIONAL SKILL SETS
3. GRANT WRITING

THANK YOU!

Q & A

