



## Strategic Plan – FY2020-2021

### UCSLD Mission:

The Umatilla County Special Library District works in partnership with our libraries to advance and make available excellent library services, programs and continuing education opportunities for all.

### UCSLD Vision for the Future:

The Umatilla County Special Library District (UCSLD) works collaboratively with our public libraries to ensure that high quality library services are available to all.

Public libraries are places of welcome for everyone, and UCSLD strengthens and unites our communities.

Library staff are valued and recognized for providing exceptional service to their communities. UCSLD invests in Library Staff development, and offers opportunities for interaction, skill-building and cross-training.

To advance the vision, UCSLD partners with groups and organizations to increase the reach of literacy and access to information, building on the foundations of a democratic society.

### UCSLD Core Values:

- Customer Focus
- Communication
- Leadership
- Integrity
- Teamwork
- Growth
- Creative Innovation
- Flexibility

### Plan

#### 1. Strategic Issue:

How does the UCSLD leverage tax dollars to ensure the continuation of excellent, growing library services within the district?

Needs addressing:

- Fiscal responsibility to Taxpayers
- Budgets impacted by pandemic
- Increased costs
- Responsiveness to evolving community needs
- Rapid technological changes
- Need for training to keep up with ongoing changes

**A. Goal:**

**The UCSLD seeks dynamic partnerships to enhance library services to residents of the district.**

**Continuing activities:**

- Ongoing - Assessment of needs
- Ongoing - Identifying potential partners
- In-process - reviewing tax distribution formula to update for the FY2022-23 City/District Agreements.
- Investigate ways to work with the Libraries of Eastern Oregon and Sage Library System consortia for building efficiency and reducing duplicative efforts and expenditures

**B. Goal:**

**The UCSLD invests in professional development to build the capacity of boards of directors, boards of trustees and all UCSLD and public libraries' staff members.**

**Activities**

- Ongoing - UCSLD staff participates in continuing education to build the capacity to support library services in the District
  - Leadership and Management
  - Continuing RDA-related and other cataloging training
  - Early Literacy support
- Two In-Service trainings will be provided for the UCSLD partner library's staff members
  - Investigate various options to provide in-service trainings
- Work with the State Library of Oregon and the Special Districts Association of Oregon to provide a training for Boards and Council members

**C. Goal:**

**The UCSLD operates efficiently, effectively and within the laws of the State of Oregon and the approved policies of the UCSLD Board of Directors.**

**Activities**

- Ongoing - The public and libraries' staff members have access to early documents of the UCSLD through digitization efforts.
- Ongoing - The policies of the UCSLD Board of Directors are reviewed and updated
- Ongoing - UCSLD records are organized, retained and destroyed

- according to the State of Oregon law.
- Ongoing – Develop new and more efficient processes using technology tools
- By December, 2020, a new Take Off program car will be purchased, moving the 2010 Honda Fit to the Courier vehicle.
- By June 2021, the UCSLD will work through a succession planning process and will add a succession plan to the strategic plan.

## 2. Strategic Issue:

How do populations in Umatilla County access library services?

Needs addressing:

- Underserved populations
- Homebound
- Children and families who can't get to the library

### A. Goal:

The UCSLD supports libraries' outreach efforts, helping to provide accessible services to populations where they are.

Activities

- Ongoing – The Take Off! Program partners with Libraries to provide internal programs that correlate with the outreach programming that Take Off! has focused on in recent years.
- Ongoing – The Take Off! Program partners with Libraries to provide Storytime Kits for library staff members to use including books, manipulatives and story time extenders
- Ongoing – Supporting UCSLD libraries' outreach efforts
- Ongoing – Continue working with partners who serve populations that do not have access to libraries.
- Develop training to support effective and quality use of online and digital resources – work with schools and the OSL

### B. Goal:

The UCSLD directly provides early childhood literacy outreach to children in Umatilla County.

Activities

- Ongoing – Partner with Umatilla County Early Childhood Educators so young children develop early literacy skills by the time they start kindergarten.
- Ongoing – Facilitate opportunities to encourage adults to enjoy reading, talking, writing, and playing with their young children regularly in ways to develop early literacy skills.
- Ongoing – Provide quality early literacy materials to the children the Take Off! Program serves in a fiscally responsible manner.

- By December 31, 2020, write a Collection Development Policy for the UCSLD Take Off! materials. Include weeding and new items' collection guidelines
  - By January 31, 2021, training for weeding
  - By January 31, 2021, create binder for collection maintenance
  - By June 30, 2021, replace weeded books
- Inventory updated and books and boxes labeled to reflect the change from random mix book boxes to theme boxes
  - By July 2020, boxes labeled
  - By July 2020, inventory app updated
  - Ongoing - updated boxes inventoried
  - By September 2020, Storytime Kits inventoried
  - By December 2020, supplemental materials inventoried
- Ongoing - Administer the Dolly Parton Imagination Library to enhance the UCSLD early literacy efforts

### 3. Strategic Issue:

**How do more people learn about what services the UCSLD and member libraries offer?**

#### **Needs addressing:**

- Underserved populations
- Lack of information about local resources
- Libraries without marketing budgets or a marketing specialist on staff
- Limited training budgets
- Need for a consistent, clear message

#### **A. Goal:**

**Residents of the UCSLD have access to centralized and increased communication avenues to increase their ability to participate in the services offered by the libraries.**

#### **Activities**

- By December 31, 2020, a marketing plan is created with implementation steps built in that are actionable immediately, using best practices from OLA and EveryLibrary, etc.
  - Clarify needs with stakeholders
  - Outline a plan based on those needs
  - Determine need for professional help
  - Ongoing - Implement marketing plan
- Ongoing - Access to early documents of the UCSLD through digitization

#### **B. Goal:**

**Library staff members have access to the information and support they need in order to reach more people with the library's message.**

## Activities

- Ongoing – Utilization of technology and other means to continue growing communication, shared information and proliferation of ideas among UCSLD library partners
- Ongoing – UCSLD website provides increased communication of district-wide events, projects and opportunities
- Ongoing – Updating Google Drives with information and resources for library staff