

UMATILLA PUBLIC LIBRARY

ANNUAL LIBRARY SERVICE
PLAN REVIEW

FY 2021-2022



2021-2022 Library Vision for the Future

- ▶ To continue to provide resources and programs to motivate and encourage patrons of all ages to continue reading, growing, and learning no matter what age!

Goal 1: Teen Outreach

Provide a neutral safe public space that provides opportunities for adolescents to grow intellectually, emotionally, and socially. To develop new literacies for learning and expression, and to gain workplace preparedness.

Proposed Activities:

- Establish a Teen Advisory Group to give teens the opportunity to develop new teen programs and develop leadership skills.
- Apply for a Teen Services Grant to purchase a 3D printer and supplies and host a summer 3D printing workshop for teens. As a follow up to the summer workshop, establish a 3D printing club that meets throughout the school year.
- Make improvements to the study rooms including the purchase of new white boards and flip top tables.
- Implement additional programming events targeted for teens such as craft nights, game nights, movie nights at the library.
- Investigate establishing a Teen Book Club.



Implementation:

State Library of Oregon Grant



- Received \$3,000
- Purchased 3D printer and supplies



Teen Services Staff



Arianna Strong

Study Rooms



- Purchased new study tables, white boards and markers.

Study Room Usage

2020-2021: 17

2021-2022: 115

Goal 2: Update the Library website and promote the use of digital resources

- ▶ The COVID-19 pandemic shut down many traditional library services and created a need for access to electronic resources. Although our library has re-opened, we feel it is necessary to continue to focus on our website and electronic resources for those community members who continue to utilize them.

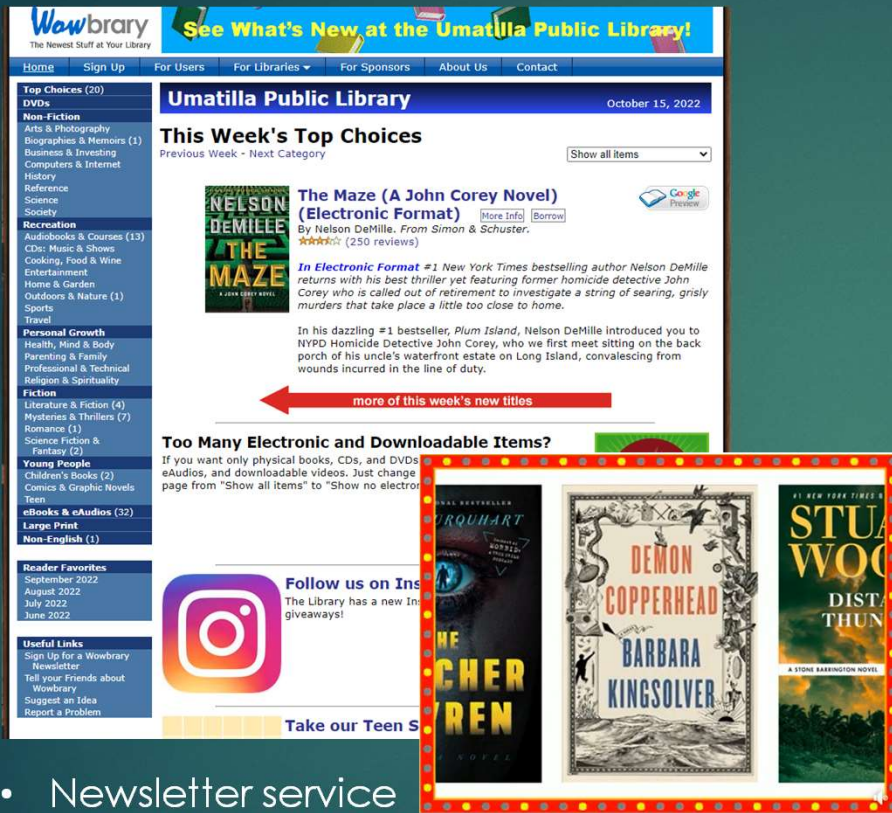
Proposed Activities:

- Work with City IT department to re-design the website.
- Ensure that the website is easy to navigate and meets ADA requirements.
- Ensure that the website is updated on a weekly basis to reflect current events.
- Promote online subscription databases (Library2Go etc.) to the public and provide trained staff assistance for their use.
- Continue to offer online resources and programming such as our digital monthly newsletter and Little Readers program.
- Promote utilization of mobile hotspot checkout program.
- Replace aging public use computers.



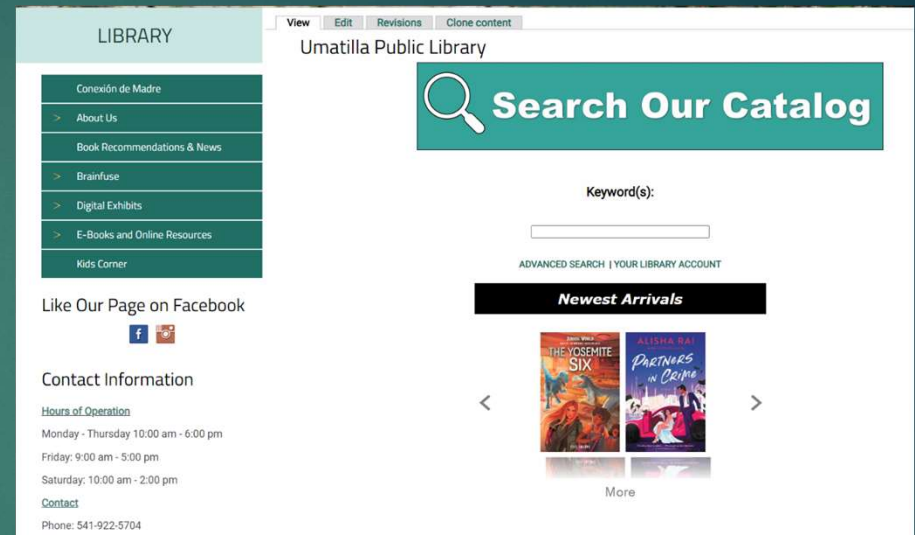
Implementation:

Wowbrary



- Newsletter service
- Allows us to promote our social medias, resources and upcoming events

Library Website



- Easier to navigate
- Easy catalog search
- Carousel with "New Arrivals" from Wowbrary. Links straight to account holds

New Computers



- Replaced public use computers that were purchased in 2011.
- Replaced all staff use computers
- Purchased 2 AWE Learning Stations for ages
- Installed a “catalog station”

T-Mobile Hotspots

A graphic for T-Mobile Hotspots. It features a pink circle on the left with the text "Connect up to 8 devices!". To the right is a black T-Mobile hotspot device with the T-Mobile logo in pink. Below the device, the text "T-Mobile Hotspots" is written in a large, bold, pink font. Underneath that, in a smaller pink font, is "Available for checkout!". At the bottom right, in a small black font, is the text "*Must have a Umatilla Library card that has been active for more than 30 days*". The background is white with pink and grey geometric shapes.

- 7 hotspots available for check out

Goal 3: Community Relations & Outreach



- ▶ Getting to the library is difficult for some of our patrons because of lack of transportation or because of health issues. Other patrons are not aware of the programming and services we offer and we need to do a better job of advertising and attending local events.

Proposed Activities:

- ▶ Resume Umatilla Public Pop-Up Library with services to:
 - ▶ Lifeways (Mental Health Hospital)
 - ▶ The Links (Senior Living Apartments)
 - ▶ Parks and other housing developments where no transportation is available
 - ▶ Umatilla Community Center and Senior Lunches
 - ▶ Umatilla/Morrow County Head Start
- ▶ Continue home delivery service two days per week. Continue curbside pickup during all operating hours.
- ▶ Partner with Umatilla Parks and Recreation to set up library booth at City events.
- ▶ Promote new StoryWalk in Hash Park and explore the possibility of adding a second StoryWalk at Nugent Park once trail repairs are completed.
- ▶ Attend graphic design training to improve the appearance of promotional materials.



Implementation:

StoryWalk

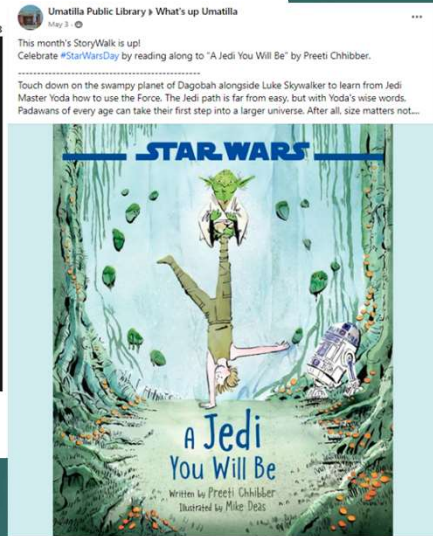
Area libraries, bookstores celebrate Banned Book Week

By ERICK PETERSON Editor/Senior Reporter Sep 22, 2021



Arianna Strong and Kellie Lamoreaux, library aides, and Susie Sotelo, library director of the Umatilla Public Library, on Thursday, Sept. 16, 2021, read pages from "The Story of Ferdinand," a banned book. It is on display at Hash Park in Umatilla.

Erick Peterson/Hermiston Herald



- Continue to promote StoryWalk
- New story every month
- Special events like "Banned Book Week"
- QR code allows us to somewhat keep track of how many people visit
- Giveaway entries
- Event advertising

Partnered with Parks & Rec



- Winter Festival
- Family Fun Day
- End of Summer Reading Program

Pop-up Library



- We continue to provide services to Lifeways
- Deliveries every Tuesdays & Thursdays

New window graphics & directional signs



- Helps promote our services
- Signs allows our patrons to easily navigate the library

Challenges

I am pleased to report that we had very little challenges. Although there was a few closures, this year was smooth sailing compared to last year.

Partners

- UCSLD & District Libraries: Countywide Library Road trip which allowed us to promote our services and information on our shared catalog.
- State Library of Oregon: Ready 2 Read Grant and Teen Services Grant
- G & J's Dairy Freeze: has been providing free ice cream over 15 years to our patrons during our Summer Reading Program.
- Walmart and Walmart DC: donated small incentives and grand prizes for our patrons
- Java Junkies: donated gift certificates
- Harvest Foods: donated snacks and drinks for our teen programs and events
- Umatilla School District: helped us promote our services by handing out flyers and sharing our posts on social media.

Continued Support from UCSLD

► Awareness

The Libraries Provide-Countywide for GO! Magazine has been a great avenue for increasing public awareness of the district libraries and our events. We appreciate every post, and would like to see that continue.

► Training

Our staff also appreciates the training opportunities that the District provides. We enjoy and look forward to the annual library in-service day training as well as other opportunities that come along.

► Sharing information & Committees

We appreciate Erin forwarding emails and keeping us up to date on things that are going on in the library world. I have also enjoyed the committees that were formed with other library directors. There is nothing better than to have a group of people who understand your struggles and successes. I always appreciate librarians and their willingness to share their ideas and resources so that we can all be successful. This all starts with UCSLD because they provide an opportunity to be open and vulnerable, so thank you!

Thank You!