



UMATILLA COUNTY  
SPECIAL LIBRARY  
DISTRICT

Strengthening our community libraries

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## Strategic Plan – FY2018-2020

### 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.

*Mission statement updated at July 19, 2018 Board Meeting*

### UCSLD Vision for the Future:

In Process...

### UCSLD Core Values:

- Customer Focus
- Communication
- Leadership
- Integrity
- Teamwork
- Growth
- Creative Innovation – working to think outside the box
- 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
- Slow growing budgets
- 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
- By July 1, 2019 - New City/District Agreements are in place
- Beginning in FY19-20 - Process for reviewing tax distribution formula to update for the FY2021-22 City/District Agreements.

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 - Continuing RDA-related and other cataloging training
- In November 2019 and April 2020, the UCSLD will provide inservice trainings for all library staff
- During FY2019-20, will organize a training for the UCSLD library boards of trustees and city councils.

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 Office 365
- By June 30, 2019, the plan for a new courier car will be ready to implement.
- By July 1, 2019, additional job duties and work hours are added to the Early Literacy Program Manager position, in order to build redundancy into administrative tasks, such as billing, reporting and records maintenance.

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 – Partner the Take Off! Program with Libraries to provide internal programs that correlate with the outreach programming that Take Off! has focused on in recent years.
- Ongoing – Storytime kits are available for library staff members to use with books, manipulatives and story time extenders
- Ongoing – Supporting our libraries' outreach efforts
- By December 1, 2019, plan an early childhood literacy meeting with our libraries to communicate what is currently happening, where the gaps are and how we will collaboratively move forward

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, 2019, write a Collection Development Policy for the UCSLD Take Off! materials. Include weeding and new items' collection guidelines
    - By January 31, 2020, training for weeding
    - By January 31, 2020, create binder for collection maintenance
    - By June 30, 2020, replace weeded books
- Ongoing – Administer the Dolly Parton Imagination Library to enhance the UCSLD early literacy efforts
- By June 30, 2019, explore using Project Outcome as evaluative tool for Take Off

### 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 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 April 1, 2019, the updated strategic plan of the UCSLD will be ready to publicize.
- By December 31, 2019, 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
  - By June 30, 2019, contract with a consultant to develop methods to market
  - Ongoing - Implement marketing plan
- 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 - UCSLD website provides increased communication of district events, projects and opportunities
- By June 30, 2020, SharePoint sites are developed for Libraries' staff members, board members and Friends of Libraries groups.