



Strategic Plan - FY2021 - 2022

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 Values:

Integrity
Accountability
Transparency

Community
Inclusion
Fairness

Resourcefulness
Resilience
Creativity

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 and accountability
- Budgets and services 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 and builds collaborative efforts to enhance library services to residents of the district.

Continuing activities:

- During the FY2021-22, the UCSLD will send out the finalized District-City Agreements with the approved new tax distribution formula included for signatures by 1/15/2022.
- During the FY2021-22, the Annual Library Service Plan Review and Annual Library Service Plans will be updated to include planning for and implementing collaborative efforts with other UCSLD Libraries
- During the FY2021-22, participate in Equity, Diversity, Inclusion training with the Libraries of Eastern Oregon.
- Ongoing - continue to build collective, District-wide programs and services with library director consensus
- Ongoing - seek out partners to extend the UCSLD mission
- Ongoing - 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 all UCSLD and public libraries' staff members, boards of directors, and boards of trustees.

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
 - Emergent Literacy development
- Two In-Service trainings will be provided for all library staff in the UCSLD in April and November.
 - Continuing Education sub-committee of the library directors will inform the training and theme

- Investigate various options to provide in-service trainings
- Ongoing - the UCSLD Board of Directors will take part in monthly training, as well as an annual retreat
- Ongoing - 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 on a schedule set by the Board in July of each year
- 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 October, 2021, the 2008 courier car will be disposed of through the State surplus system.
- During the FY2021-22, the UCSLD will engage in a community needs assessment process consisting of GIS and Census data, studies, focus groups, surveys, etc. to provide information to inform a new strategic plan which will be complete on 5/1/2022.
- During the FY2021-22, the UCSLD will work through a strategic planning process and write a new three year plan by May 1, 2022. The plan will include the following in addition to the general goals:
 - Succession planning
 - Disaster planning
 - Marketing planning
 - Technology planning

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 – UCSLD staff support member libraries’ outreach efforts
- Ongoing – Continue working with partners who serve populations that do not have access to libraries.
- Develop and promote training to support effective and quality use of online and digital resources – work with the SLO, libraries and schools.

B. Goal:

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

Activities

- By June 30, 2022, the Take Off! Program will research, plan for and implement programming that can be done in person or virtually.
- 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.
- Ongoing – as theme boxes are updated, they are added to the inventory
- 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 May 1, 2022, a marketing plan is written into the strategic plan with implementation steps built in, using best practices from OLA and EveryLibrary, etc.
 - Clarify needs with stakeholders (community needs assessment)
 - 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

- During FY2021-22, the UCSLD will provide statistical data and reports to the member libraries for them to use in their advocacy efforts
- 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 Drive with information and resources for library staff

Approved by the UCSLD Board of Directors at their April 22, 2021 Meeting.