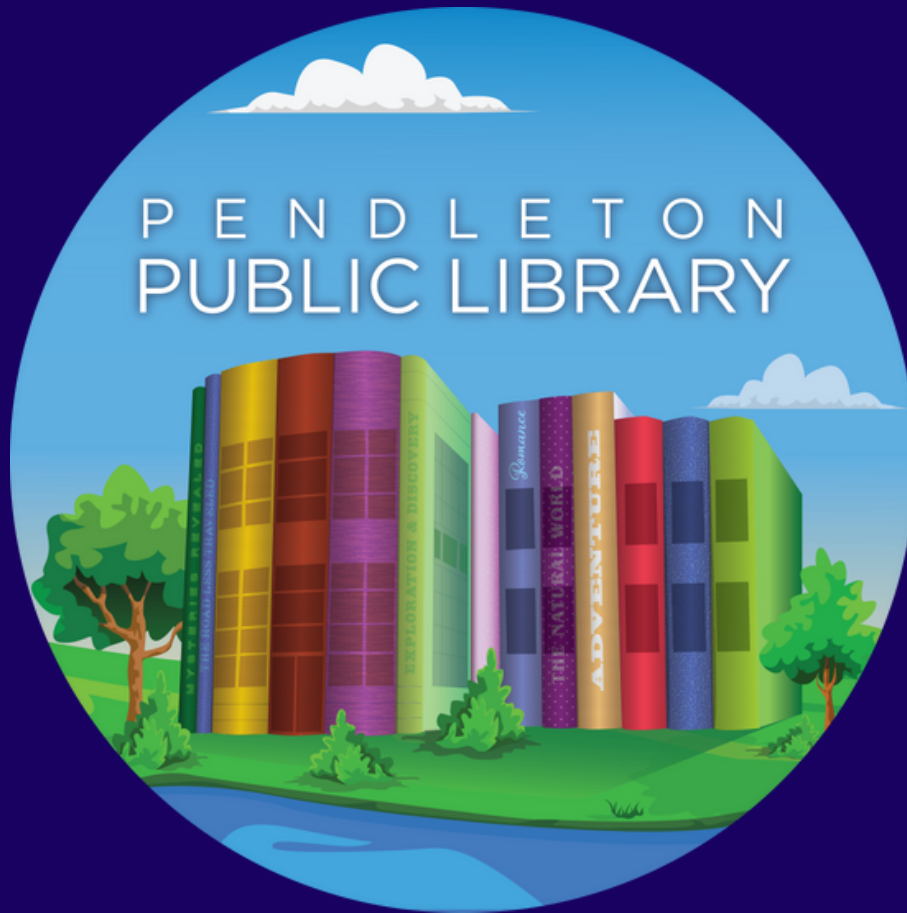




STRATEGIC PLAN

2025-2028



EXECUTIVE SUMMARY

STRATEGIC PLAN PROCESS

This 2025-2028 Library Strategic Plan represents a collaborative process between the Library Board and the staff of the Pendleton Public Library. Over the course of four months the Strategic Planning Committee established six goals that align with our mission statement, and determined the objectives and actions that will guide the staff to achieve these goals.

OUR MISSION

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

OUR STORY SO FAR

The Pendleton Public Library has served the people of Pendleton for over 110 years. What began as a county library system transitioned to a special library district in 1986 and has since operated as a city department. As such, the PPL is supported by four main entities: the State Library of Oregon, the City of Pendleton, Pendleton Friends of the Library, and tax dollars collected and distributed by the Umatilla County Special Library District. As a UCSLD Library, Pendleton is able to provide excellent library service to the community, take advantage of staff development opportunities, and work collaboratively with a network of 12 exceptional libraries.

COMMITTEE

Library Board

Rachele Kortemeier-Johnson
Greg Alexander
Joni Sirovatka
Mycal Quaempts
Cheryl Pearce
Lori Case
Linda Neuman- Mayor's Representative
McKennon McDonald- Mayor

Staff Contributors

Jennifer Johnson- Library Director
James Simpson- Assistant Library Director
Maura O'Daniel- Library Assistant 2
Catherine Campbell- Library Assistant 2
Jennifer Colton- Communications Specialist
Silas Benshop- Library Clerk
Becky Youngman- Library Clerk

Goals

01

Increase library usage

02

Revitalize library spaces

03

Build the collection

04

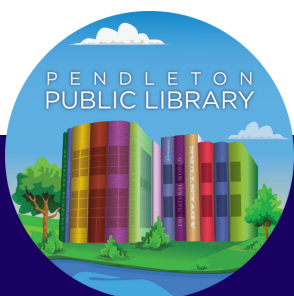
Provide a safe environment

05

Facilitate literacy opportunities

06

Improve communication



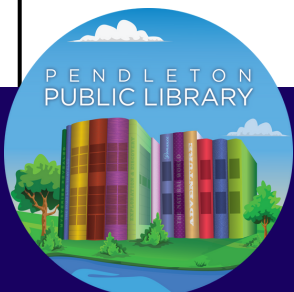
Our Strategy

01

Increase library usage

WHY: To increase circulation of library materials, re-engage patrons and expand access to both physical and digital collections.

Strategies	Performance Measures
Expand Mobile Library services to include assisted living facilities, a rotation of trailer drop sites and handicap accessibility	• Add two senior living sites to our monthly rotation • Drop trailer in 3 locations per year • Acquisition of a transit bus mobile library
Improve website navigation and tools	• Add online purchase request to website • Add mobile library materials request form to the mobile page • Hire a web designer to improve website usability and design
Increase Libby use	• Train all staff to assist with Libby • Lowered wait times • Employ a cost per click budget • Feature Libby items in online marketing
Improve patron engagement with the collection	• Increase circulation by 10% • Remove the Cutter number on non-fiction items • Create 3 interactive displays per month • Weed the collection for relevancy and condition • Publish patron reviews online and within the library
Survey the community	• Survey high volume users • Survey non-library users • Hold agency lead asset mapping campaign each year • Provide surveys in Spanish



Our Strategy

02

Revitalize library spaces

WHY: To better serve the needs of the community, focusing on flexibility, accessibility, and environments.

Strategies

Performance Measures

Create a tutoring space

- Block out study room time for tutoring twice per week
- Stock study room with technology, Science of Reading tools and decodables
- Market room use to educators, home school association, and online students
- Hire a tutoring assistant

Update current library spaces

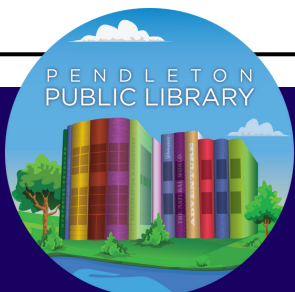
- Create adult reading area in upper level
- Paint the lower level
- Replace existing Law Library shelves with mobile shelving
- Create Early Literacy Collection
- Add mobile shelving to the children's area
- Add outdoor classroom

Update library signage

- Create uniform signs designating areas of the collection
- Incorporate our logo and colors on all library signage
- Place updated behavior guidelines in multiple locations within the library
- Design magnet signage for the Mobile Library

Improve services for Spanish speaking patrons

- Evaluate & update Spanish collections frequently
- Provide signage in Spanish where appropriate
- Install a Spanish suggestion box



Our Strategy

03

Build the collection

WHY: To Ensure our resources are relevant, accessible, and responsive to evolving community needs and interests.

Strategies

Performance Measures

Invest in collection and patron data tool

- Onboard with Library IQ
- Undergo staff training to maximize the resource
- Use Library IQ to identify gaps in the collection and identify future interests
- Use Library IQ generated demographic data to identify underrepresented neighborhoods and guide targeted outreach

Seek collection specific feedback from patrons and community partners

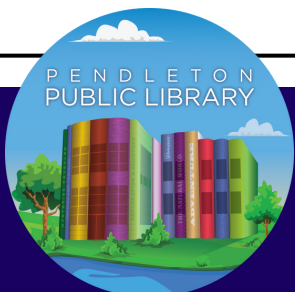
- Identify 100 patrons who frequently use the library and survey them for collection development feedback
- Generate a list of subjects and titles to support PSD curriculum and required reading
- Collaborate with 2 local book clubs to determine ways the library can support them
- Encourage use of teacher cards
- Create a Spanish purchase suggestion tab on the website

Improve selection of popular items

- Track emerging book trends and popular titles via social media platforms
- Utilize ILL reports to determine popular items not already in our collection
- Leverage digital lending data from Library2Go to prioritize popular digital titles

Grow Library of Things collection

- Build second peg wall
- Apply for 2 grants to expand collection
- Market new items frequently through a variety of channels, including website.
- Add 2 cultural items per year



Our Strategy

04

Provide a safe environment

WHY: To establish and improve safety policies that safeguard library patrons, staff and resources, while promoting a culture of respect.

Strategies

Performance Measures

Physical security

- Explore the possibility of hiring a city campus wide security guard
- Increase frequency of police walkthroughs during inclement weather and Saturdays
- Add elevator and front door key to reference desk
- Add lock to outside of the patron elevator within the library
- Add cameras to children's, teens, and the Library of Things

Create and provide staff training

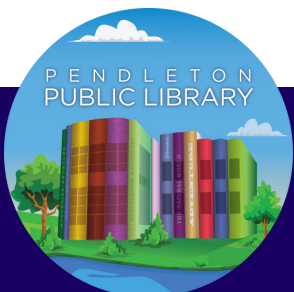
- Develop staff policies for calling dispatch
- Develop staff policy for filing an incident report
- Offer annual training on working with difficult patrons

Revise behavior policy

- Work with law enforcement to modify our existing behavior policy
- Consult city attorney for legal review
- Incorporate staff input in behavior policy
- Post revised policy in multiple easy to access locations throughout the library

Improve staff communication channels

- Provide communication device for staff working in the lower level or children's area
- Consistently track patron interactions on the reference clipboard



Our Strategy

05

Facilitate literacy opportunities

WHY: To provide opportunities for literacy development across the community by supporting early literacy, adult education, and digital literacy.

Strategies

Performance Measures

Provide High Dosage Tutoring

- Hire a tutoring assistant
- Partner with ASP to provide transportation
- Work with the elementary schools for student referrals
- Operate 10-week sessions for 4 to 8 students at a time, 3 times a year

Increase early literacy offerings

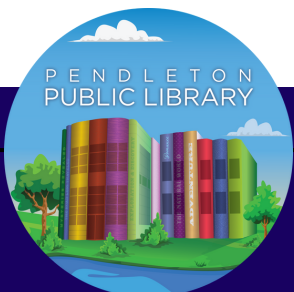
- Provide monthly Family Literacy Night
- Host Kinder readers, Character Club, I Survived Book Club and Goosebumps Book Club
- Offer additional story times
- Host Read Ride Run in the park
- Increase early literacy modeling at story time in the library

Provide opportunities for information literacy and digital literacy instruction

- Schedule reservable office hours for tech help
- Offer reading adjacent classes such as cooking, gardening, writing & formatting
- Provide literacy adjacent classes on popular topics such as Canva, outdoor recreation, gardening, cooking, etc.
- Publish video tutorials for Libby, Evergreen, and online resources whenever a significant change occurs

Increase awareness of existing resources

- Showcase online resources such as our magazine collection, and free databases
- Provide frequent Libby courses



Our Strategy

06

Improve communication

WHY: Foster stronger partnerships and better serve the public by enhancing collaboration between the library, City, and community.

Strategies

Performance Measures

Expand community partnerships

- Form 3 new community partnerships
- Work with Comic Con vendors to collaborate on programs and collection development
- Work with PSD to provide onsite collections and monthly programs on school campuses

Develop a marketing plan

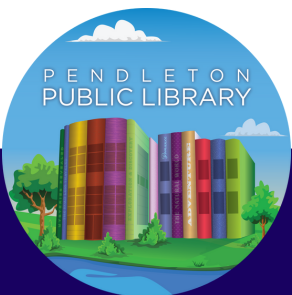
- Draft comprehensive marketing plan for social media, website, in-house publications and media contacts
- Market general library services in addition to programs and special offerings
- Incorporate radio as a media outlet

Improve internal communication

- Work with Communications Specialist to share need-to-know information with City Council and other departments
- Create a place in the workroom for staff memos
- Return to monthly staff meetings
- Submit monthly staff reports to council
- Increase staff participation in State of the City

Survey the community

- Survey high volume users
- Survey non-library users
- Hold agency lead asset mapping campaign each year
- Provide surveys in Spanish



ACKNOWLEDGEMENTS

The completion of this year's strategic plan would not be possible without the support of:

The City of Pendleton

The Umatilla County Special Library District

The Pendleton Public Library Board

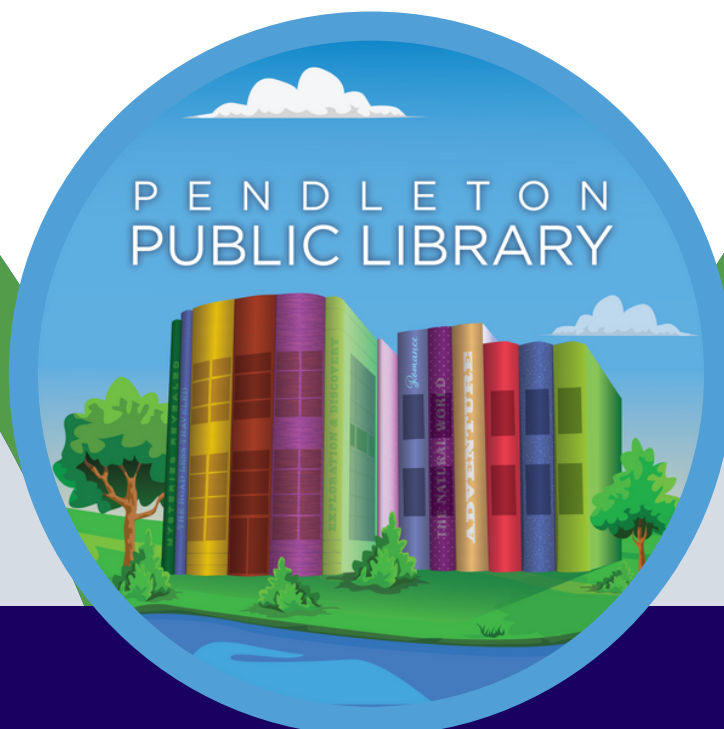
The Staff of the Pendleton Public Library

The Community We Serve

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**THANK YOU FOR YOUR CONTINUED
SUPPORT OF OUR LIBRARY**