



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.

UCSLD Vision for the Future:

We believe libraries strengthen communities through individual, family, economic and community development. Libraries are integral parts of the infrastructure and critical to the livability and economic development of the region. The UCSLD is an essential partner with local governments to ensure the communities of Umatilla County have access to 21st century programs and services.

- Mission & Vision statements updated at July 19, 2018 Board Meeting

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.

Year 1 activities:

- Assessment of needs
- Identifying potential partners
- By December 31, 2018, review City/District agreements
 - Contact all city managers
 - Distribute current contract
 - Outline steps for review
 - Set up meeting with boards and city managers
 - Outline any changes that are desired
 - Create plan for making changes and distributing for signatures
 - Address any changes in the updated plan by creating new processes

Year 2 activities

- New City/District Agreements are in place as of July 1, 2019

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.

Year 1 activities

- Ongoing - Continuing RDA-related and other cataloging training
- In November 2018 and April 2019, the UCSLD will provide inservice trainings for all library staff

Year 2 activities

- During FY2019, will organize a training for the UCSLD library boards of trustees

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.

Year 1 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

- By December 31, 2018, the UCSLD has a new email exchange with a cloud-based server that allows sharing of documents, holding documents that all need to access and providing a backup of our important documents.
- By June 30, 2019, the plan for a new courier car will be ready to implement.

Year 2 activities

- Ongoing - UCSLD early documents are digitized
- Ongoing - The policies review by the UCSLD Board of Directors are reviewed and updated
- Cloud-based sites are set up to provide information to the UCSLD member libraries' staff
- Ongoing - UCSLD records are organized and maintained according to the State of Oregon law.

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.

Year 1 activities

- 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.
- By June 30, 2019, storytime kits for library staff members to use with books, manipulatives and story time extenders
- By March, 31, 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
- Supporting the our libraries' outreach efforts

B. Goal:

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

Year 1 activities

- Partner with Umatilla County Early Childhood Educators so young children develop early literacy skills by the time they start kindergarten.
 - By September 2018, develop monthly story time kits for providing excellent story time programs
 - By June 30, 2019, develop story time kits for early childhood educators to use with books, manipulatives and story time extenders
- 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.
- Provide quality early literacy materials to the children the Take Off! Program serves in a fiscally responsible manner.
 - By December 31, 2018, write a Collection Development Policy for the UCSLD Take Off! materials. Include weeding and new items' collection guidelines
 - By January 31, 2019, training for weeding
 - By January 31, 2019, create binder for collection maintenance
 - By June 30, 2019, replace weeded books
 - By March 31, 2019, complete the full process to changing the book box processes - folders to laminated sheets
 - Update box inventories and information sheets
 - Purchase supplies for laminating
 - Laminate the inventories and information sheets
 - Remove folders
- By June 30, 2019, explore using Project Outcome as evaluative tool for Take Off
- Administer the BMELH grant (6/30/19), Dolly Parton Imagination Library (ongoing) 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 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.

Year 1 activities

- By October 31, 2018, the new strategic plan of the UCSLD will be ready to publicize.
- By June 30, 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
 - Contract with a consultant to develop methods to market
 - Implement
- By June 30, 2019, the UCSLD updated website provides increased communication of district events, projects and opportunities
- Access to early documents of the UCSLD through digitization
- Administer several UCSLD-wide projects – Friends of Libraries LSTA grant (6/30/19)

Year 2 activities

- Implement Marketing Plan

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.

Year 1 activities

- By December 31, 2018, a new cloud-based server is in place allowing sharing of documents for library staff.
- By June 30, 2019, the UCSLD website provides increased communication of district events, projects and opportunities