



McMinnville Public Library Strategic Plan 2012-2015

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McMINNVILLE
P U B L I C
LIBRARY

McMinnville Public Library
Department of the City of McMinnville
225 NW Adams St.
McMinnville, Oregon 97128
www.maclibrary.org

Introduction

As McMinnville Public Library embarks upon its 100th year as a Carnegie Library we reflect on the constants of McMinnville. The community of McMinnville is civically minded, the downtown area is vibrant and lively, and the Library serves as an information gathering and reading place for the citizens of McMinnville. Although the methods for delivering information and reading have changed, the Library still serves as a central place for people to enrich their personal and civic lives.

The McMinnville Public Library strives to serve the community to meet the needs of all members during this time of economic and technological changes. The needs and challenges of the community must be recognized and addressed by the Library in a positive and creative manner. The Library has engaged in regular strategic planning so we can continue to be a vital and relevant resource to the community.

In preparation for the 2012-2015 McMinnville Public Library Strategic Plan we followed the guidelines set forth in *Strategic Planning for Results* by Sandra Nelson. Understanding that the Library is here to serve the community, we turned to its members to explore the needs of McMinnville. We engaged the community in a discussion of how the Library can meet the needs of community residents.

The Strategic Planning Community Committee was formed to help identify important services for the future of the Library by first developing a vision of the community. To ensure an unbiased perspective, an outside facilitator was brought in to lead a community committee in creating a ten year vision for McMinnville. One committee member encompassed the visions statements made by the community committee in this way,

“Everyone will have authentic, meaningful connections to each other and the community. Technology will be leveraged to help make this connection. The connection will create literate and informed citizens to sustain democracy.”

This vision led to the formation of a list of needs within the community. Communication with Library staff and reports to the committee occurred regularly to make certain that the Library fulfilled the needs of the community while ensuring Library staff was on board with the plan. There was much discussion and input from the community committee over the course of two meetings about how the Library might meet these needs. The committee worked enthusiastically together to select the service priorities for the Library in the coming years.

We are confident that this strategic plan comes from the community members of McMinnville. The service priorities on the following page are key components of the new McMinnville Public Library Strategic Plan.

Sincerely,



Jill Poyer, Library Director



Jennifer Berg, Strategic Plan Coordinator



**Service priorities selected by the
McMinnville Public Library
Strategic Planning Community Committee**

Create Young Readers: Early Literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Learn to Read and Write: Adult, Teen, and Family Literacy

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Understand How to Find, Evaluate, and Use Information: Information Fluency

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.

Process Timeline

- May Staff quarterly meeting
- Presentation of information about the plan for strategic planning
 - Request for suggestions for community committee
- June Establish final list of Community Planning Committee members
- Representation from various ages, professions, and groups
 - All community members suggested by staff were invited to be part of the committee
- August Library information sent to Community Planning Committee members
- Include Library history, statistics, and services
 - Overview of the role of the committee in developing the strategic plan
- September Community Planning Committee meeting
- Facilitated by MaryKay Dahlgreen of the Oregon State Library
 - Community visioning
 - Community SWOT (strengths, weaknesses, opportunities, threats)
 - Community needs exercise
 - Presentation of current McMinnville Public Library status by Jill Poyer, Library Director
 - Based on the needs of the community the committee identified nine preliminary service responses from a list of eighteen common library service responses
- September Staff quarterly meeting
- SWOT analysis of preliminary service responses chosen by the community committee
 - Staff responses sent to community committee
- October Community Planning Committee
- Discussion of Library staff analysis of preliminary service responses
 - Further research and dialogue of service responses
 - Four final service responses chosen for the strategic plan
- October Staff development day
- Group discussion to establish a list of Library staff values
 - Identification of target audiences for each service response and the benefits those groups will receive
 - Brainstorm possible activities to reach target audiences with regards to selected service responses
- November Write the plan
- December Presentation of final Strategic Plan to City Council

Strategic Planning Team

Community Representatives

Leslie Banke

Director of Communication & Member
Relations
McMinnville Area Chamber of
Commerce

Susan Barnes Whyte

Library Director
Nicholson Library, Linfield College

Claudia Cantu

Housing Program Manager
Community and Shelter Assistance
Corp. (CASA) of Oregon

Bob Dodge

Library Foundation of McMinnville

Walt Gowell

Attorney
Haugeberg, Rueter, Gowell, Fredricks,
Higgins, P.C.

Kevin Jefferies

City Councilor
City of McMinnville

Susan Jefferies

Research and Development
Betty Lou's

Marilyn Kennelly

Director
Committee on Children & Families

Jeannie Klein

Student
McMinnville High School

Sharon Larson

Community Liaison
Chehalem Youth and Family Services,
Youth Opportunity (*YOOP!*)

Joyce Lowry

Librarian
Memorial Elementary School

Rick Olson

Mayor
City of McMinnville

Gretchen Phelps

Director
McMinnville Habitat for Humanity

Tracy Phillips

Home school representative

Kirsten Reifenstuhl

Reference Librarian
McMinnville Public Library

Jeremy Shinoda

President
Friends of the McMinnville Public
Library

Larry Vollmer

Chairperson
McMinnville School Board

Racheal Winter

Features Editor
News Register

Strategic Planning Team, cont.

Meeting Facilitators

MaryKay Dahlgreen

Program Manager, Library Development
Oregon State Library

Jenny Berg

Senior Librarian
McMinnville Public Library

Jill Poyer

Library Director
McMinnville Public Library

McMinnville Public Library Staff

Diana Anderson
Suzanne Beppu
Erin Bansen
Sandra Berry
Alice Darnton
Kirsten Dennis
Carol Garcia
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Nicki Hardee
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Mariah Maes

Sheila McAlexander
Diane McMillen
Arlene Mejia
Rebecca Noble
Nola Olmsted
Becky Pearson
Kirsten Reifentuhl
Teri Swanson
Courtney Terry
Katie Thompson
Wendy Whitesitt

Kent Taylor, City Manager

Rick Olson, Mayor

Consulting text: PLA Results Series; Strategic Planning for Results by Sandra Nelson



**McMinnville Public Library;
Supporting your freedom to read, learn, grow, and inquire.**

McMinnville Public Library Values

We encourage mutual respect among customers, the community, and coworkers for each other and city and Library resources.

We respect the privacy of Library users and our coworkers.

We provide friendly, professional, and knowledgeable service to our customers, the community, and our coworkers.

We communicate effectively with customers, community, coworkers; thoughtfully listening, responding, and following up with a variety of communication tools.

We work respectfully and collaboratively within the Library, with community organizations and groups, and with elected officials to achieve common goals.

We are nimble, creative, and forward thinking in order to meet the ever changing needs of the community.

We approach our work with joy and share our delight for learning and discovery with our customers, community, and coworkers.

“Perhaps no place in any community is so totally democratic as the town Library. The only entrance requirement is interest.”-Lady Bird Johnson

“A Library is and should be open to all people, but it cannot be all things to all people.”-Anonymous

McMinnville Public Library Service Priorities, 2012-2015

The McMinnville Public Library has many programs, classes, and collections that currently fulfill the priorities selected by the community committee. We are pleased that our services are currently in line with the needs of the community and we plan to grow and add to the services we already provide to strengthen our support of these priorities.

Create Young Readers: Early Literacy

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2011 statistics supporting selected service priorities

- Over 12,200 people attended 395 children's programs presented by Library staff.
- 986 children signed up for the summer reading program at the Library.
- The Library offers four story times a week for children ages 0-5.
- 349 teens attended 30 programs presented by Library staff.
- 201 teens signed up for the summer reading program at the Library.
- Library Spotlight was created to teach the community about resources at the Library. This program reached 175 adults.
- In 2011 the Library added new space and outlets for people to use laptop computers in the silent room.
- The Library offered 2 book clubs for adults in 2011 with 181 adults attending.

McMinnville Public Library Goals, 2012-2015

(Developed to address the listed service priorities)

Goal 1: Parents and caregivers of 0-5 year olds will learn and understand the methods and benefits of early literacy and its connection to success in school and beyond.

Objective: The children's services outreach staff will train fifty parents and caregivers each year based on Every Child Ready to Read.

Objective: 80% of parents and caregivers polled will rate the Library's services for 0-5 year olds as very good or excellent.

Possible activities:

- Offer early literacy training inside and outside of the Library
- Advertise early literacy training at preschools and daycares
- Plan preliminary presentations for parents and caregivers to introduce the benefits of early literacy training

Goal 2: Children 0-5 years old will be exposed to the joy of literacy and learning through interaction, communication, and fun.

Objective: Attendance at story times will increase by 15% over the period of the plan.

Objective: Circulation of materials for children age 0-5 will increase by 7% over the period of the plan.

Possible activities

- Increase number of story times
- Children's room displays of materials for 0-5 age group
- Story time outreach
- More interactive, manipulative games and toys

Goal 3: Everyone in the community will have the knowledge of, training for, and exposure to the resources the Library provides, which will increase enjoyment, enrichment, and quality of life.

Objective: The Library will increase the speed and bandwidth for public computers and provide a reliable wireless connection in the Library building by December 2012.

Objective: Each year 200 people will attend computer training at the Library.

Objective: Library staff will go into the community to provide computer training to 200 people each year.

Possible activities

- Library Spotlight
- One-on-one librarian
- Computer classes
- Targeted outreach
- Library2Go training
- Classes using laptops in the Carnegie Room
- Online safety
- Web 2.0
- School visits

Goal 4: Teens will learn to evaluate information resources at many levels, increasing their understanding and awareness of the world around them.

Objective: Two hundred teens will participate in Library reading and writing events each year.

Objective: At least six hundred teens will use the Library and its resources for homework assistance each year.

Possible activities

- Increase the number of internet computers available for homework.
- Reach out to local tutors
- Open Carnegie Room for homework and tutors after school

Goal 5: Children ages 6-12 years old will receive education, information, and enthusiasm to transition from learning to read to reading to learn.

Objective: Over the period of the plan there will be a 12% increase in age 6-12 children who participate in Library programs.

Possible activities

- Winter reading program
- Reading clubs

Goal 6: Families will have programs and support for listening, learning, and understanding as families, leading to shared experiences that create connections.

Objective: Family programs at the Library will have at least 60 families participating each year.

Possible activities

- Family game nights
- Family Battle of the Books

Goal 7: Adults will receive information and training to access information in many formats to improve their lives.

Objective: Library staff will build a list of literacy assistance resources and place it in 15 locations in the community

Objective: A literacy collection will be started in the Library. Circulation of resources in this collection will increase by 10% over the period of the plan.

Possible activities

- Literacy collection in Word processing area
- Literacy training tools on the computer
- Find tutors in the area for resource list
- Collaborate with Chemeketa Yamhill Valley campus

Goal 8: Adults of all ages will have a safe and comfortable space to connect with others and space for quiet reading and learning.

Objective: Each year 80% of patrons polled will rate the Library as very good or excellent in terms of comfort, safety, and technology.

Objective: The Library will increase the availability of meeting space in the Carnegie Room by twenty meetings or programs each year.

Objective: The Library will make two major safety or comfort improvements with the building or grounds each year.

Objective: Each staff member will attend at least two safety trainings each year.

Objective: The Library will expand its online network of contacts by 10% each year.

Possible activities

- Improve bandwidth and wireless
- Add laptops
- Comfortable chairs in silent room
- Better lighting
- Schedule Carnegie Room more closely
- Repair front doors
- Communicate to community members that Carnegie Room is available for meetings
- Roving staff person for safety and noise control
- Review Patron Code of Conduct regularly

Goal 9: Teens will have space for socialization, schoolwork, and safe access to information so they can make good choices for themselves and their community.

Objective: The Library Teen Escape will have a 10% increase in shelving and books by 2014.

Objective: The Library will reach 200 teens per year with activities and events in the Library and the community.

Possible activities

- Library Foundation fundraiser for teen shelving
- Reallocate budget dollars to teen collection
- Collaborate with community to offer programs for teens
- Safety training for teens

Goal 10: Children will have a fun, safe, engaging, interactive, literacy-rich space to explore learning, living, and literacy.

Objective: The Library will update the Children's Room space to create more room for interaction with books, educational toys, and families.

Objective: The Library will purchase one new interactive, educational manipulative geared towards children five and younger each year

Possible activities

- Move puppet theater to create more interactive space
- Computers for parents and children in same space

Goal 11: Spanish speakers will find Library resources in their language to increase access to education, entertainment, and information leading to greater independence and improved quality of life, which creates more productive citizens.

Objective: The Library will have a Spanish speaking staff scheduled during 70% of open hours.

Objective: There will be a Spanish language feature added to the Library building or website each quarter.

Possible activities

- Focus on Spanish website and advertise it in the community
- Plan scheduling of Spanish speaking staff
- Volunteers scheduled to speak Spanish when needed
- Increased Spanish signage

In Conclusion

Strategic Planning for Results by Sandra Nelson assumes that excellence must be defined locally, excellence is possible, and excellence is a moving target. The McMinnville Public Library espoused these ideas during the planning process while also keeping in mind the following elements presented at the 2010 Public Library Association National Conference by Melinda Cervantes, Executive Director at Santa Clara County Library.

Elements of a Successful Strategic Planning Process

- **Inclusive** ~Staff and community members are included at the right time in the process; ownership is important.
- **Outward focused** ~Practices ongoing environmental scan.
- **Willingness to let go** ~Recognition that resources may need to shift in response to strategic direction.
- **Ongoing** ~Organization is committed to an ongoing “*strategic thinking culture.*”
- **Continued measurement** ~Achievement is assessed at the right levels and at the right times.
- **Celebrate success** ~Includes recognition of accomplishments.

Elements of a Successful Strategic Plan

- **Truly strategic** ~Strategic planning is distinct from operational planning and budgeting.
- **Focused** ~Includes a set of focused goals in specific areas.
- **Responsive** ~Starts with an environmental scan of current conditions and creation of future assumptions.
- **A stretch** ~Includes a longer term goal stretching the organization beyond its present position.
- **Measurable** ~Includes specific measurements in prioritized areas.

Strategic planning accomplishes the following and much more:

- It helps community leaders understand the full range of services that might be provided by the library.
- It guides community leaders, staff, and board members in a collaborative process to identify library service priorities.
- It leads to realignment of library services in response to community needs.

The staff of McMinnville Public Library plan for excellence in service to the community of McMinnville. We will continue to change and grow; measuring our successes and communicating with citizens so that we provide the resources, training, services, and materials the community requires to meet its goals.