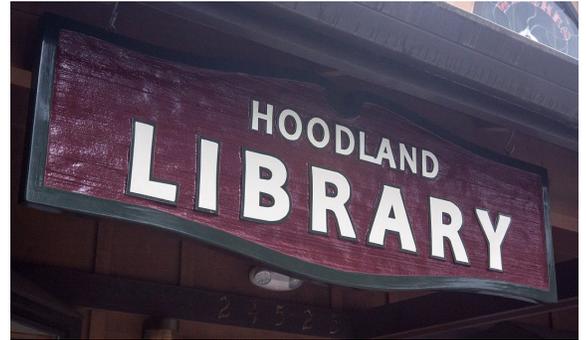




The Sandy and Hoodland Public Libraries 5 year Strategic Plan fiscal years 2018-2022

Timeline of the Strategic Planning process:

August-September 2016	Recruit people for the Strategic Planning Committee
September 28, 2016	First Strategic Planning Committee meeting
October 11, 2016	Second Strategic Planning Committee meeting
October 19, 2016	Library Advisory Board meeting - SWOT analysis of 7 Service Responses
November 1, 2016	Third Strategic Planning Committee meeting
November 10, 2016	Staff meeting - Write Draft Values Statement
November 15, 2016	Fourth Strategic Planning Committee meeting
November 16, 2016	Library Advisory Board meeting - Discussed Values Statement, Mission Statement, and Survey
December 8, 2016	Staff meeting - Write Draft Goals and Objectives
December 12-January 31	Strategic Planning Survey available for the community
January 18, 2017	Library Advisory Board Meeting - Reviewed Goals and Added Objectives
February 15, 2017	Draft Strategic Plan for review by Library Staff
February 15, 2017	Draft Strategic Plan for review by Strategic Planning Committee
March 1, 2017	Draft Strategic Plan for review by Library Advisory Board
March 20, 2017	Strategic Plan for City Council Approval
March-June 2017	Working on Organizational Competencies
July 1, 2017	Begin implementing the 5 year Strategic Plan



The Planning Process:

This planning process utilized a group of key individuals in the Sandy and Hoodland Libraries Library Service Area, the Library Advisory Board, and staff of the Sandy and Hoodland Libraries. It was organized and run by Library Director, Sarah McIntyre using the *Strategic Planning for Results* book by the Public Library Association.

Through a series of exercises with these groups, we identified our 7 Primary Service Responses to the community. These 7 Service Responses were included in the Strategic Planning Survey that went out to the community. As of February 27th, 199 people took this survey, and 79 took a simple in-house survey identifying our priorities among the 7 Service Responses as (in priority order):

1. Create Young Readers
2. Stimulate Imagination
3. Satisfy Curiosity
4. Understand how to Find, Evaluate, and Use Information
5. Learn to Read and Write
6. Be an Informed Citizen
7. Connect to the Online World

These 268 people represent 1.78% of our current library cardholders, and our current library cardholders represent 49.75% of our total service population.

Members of the Strategic Planning Committee:

Pam Ashland, Hoodland area representative, member of Hoodland Women's Club

Olga Gerberg, City Council Member, City of Sandy

George Hoyt, President of the Friends of Sandy Library

Khrys Jones, Director, Sandy Chamber of Commerce

Dawn Loomis, Director of Sandy Community Action Center, and Mt Hood Community College Training Director

Sarah McIntyre, Library Director, Sandy and Hoodland Public Libraries

David Snider, Economic Development Director, City of Sandy

Library Values:

The Library Values as crafted by the staff of the Sandy and Hoodland Public Libraries:

1. We defend the library user's freedom of speech and expression, and their right to the information, resources, and library materials they desire
2. We respect the dignity and diversity of all library users, and protect their right to privacy
3. We value education and encourage people in their exploration of new ideas and lifelong learning
4. We communicate clearly and effectively with kindness and compassion
5. We work together as a team on City, County, and Library goals towards a brighter future
6. We manage our time, resources, and funds to preserve our enduring priorities, as well as, build programs and services for our changing and evolving culture

Library Mission Statement:

The Sandy and Hoodland Libraries support the community in their endeavors to create lifelong readers, learn to read and write, develop the ability to find accurate information, and connect to the online world.

Goals, Objectives, and Sample Activities:

1. 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.

Goal: Babies and Toddlers will know the 5 practices (talking, singing, reading, writing, and playing) and will be ready to read and learn when they enter school.

Objective: By December 31st, 2017 all storytime staff will know the 5 practices, and when their storytimes are visited, will exhibit at least 3 of these practices in each storytime.

Objective: By September 30th, 2018, we will have increased our circulation of board books by 50%.

Objective: By September 30th, 2019, 60% more parents when surveyed will know the 5 practices, and 50% of those surveyed will be using them at home.

Objective: By September 30th, 2019, 60% of parents surveyed will say that the 5 practices contributes to their child's learning abilities.

Objective: By June 30th, 2019, we will have visited every school in the Oregon Trail School District to do storytimes or booktalks, and hand out library cards.

Objective: By September 30th, 2021, we will have increased our storytime attendance by 50%.

Sample Activities:

Hold storytimes that promote the 5 practices.

Teach parents how to incorporate the 5 practices with their kids at home.

2. Stimulate Imagination: Reading, Viewing, and Listening For Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Goal: Adults, teens, and kids will have print, media, and digital materials to keep their brains and imaginations active and allow them to explore ideas.

Objective: In each fiscal year ending June 30th, 75% of adults, teens, and kids surveyed will report that the collection of materials for them to read, listen, or view for pleasure is very good or excellent.

Objective: By December 31st, 2019, 70% of people surveyed will respond that items that they place on hold are received in a timely manner.

Objective: By December 31st, 2021, 85% of people surveyed will respond that the assistance they receive from staff is either very good or excellent.

Sample Activities:

Improve collections of print and media materials

Lower holds ratios by buying more copies of items

3. Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goal: All ages will have creative hands-on educational and entertainment programming.

Objective: In each fiscal year ending June 30th, at least 10,000 people will attend programs. When surveyed 75% of people will say that the library does a good or excellent job at providing well rounded educational and entertainment programs.

Objective: By June 30th, 2019, 75% of people who attended programs when surveyed will report that they view the library as a resource for programming to enhance their leisure time.

Objective: By June 30th, 2019, 50% of people surveyed will say that they attended a new program within the last year, and would recommend a library program to a friend.

Objective: By June 30th, 2022, 750 people of Latino heritage will have attended programs at the library.

Sample Activities:

Hold a variety of programs for all ages.

4. 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.

Goal: Adults will understand how to use the online catalog, reference books, databases, and the Internet.

Objective: By June 30th, 2020, 75 people will have attended classes, and 90% will report very good or excellent as their ability to know how to evaluate information.

Objective: By June 30th, 2022, there will be a 30% increase in adults that respond that they are pretty good or very good at using library resources.

Objective: By June 30th, 2022, the # of people using online databases will increase by 10%.

Goal: High School seniors will be information literate

Objective: By June 30th 2019, 75% of seniors will report when surveyed that they used a library to write a research paper, 75% of these seniors will report by end of the school year that they know how to evaluate information.

Objective: By June 30th, 2019, 5 successful high school students will volunteer to assist the library with our information literacy classes.

Objective: By June 30th 2021, the library will have offered at least 8 co-sponsored information literacy classes for teens.

Goal: Middle School students will use the library catalog and databases for homework resources.

Objective: By June 30th, 2019, at least 50 middle schoolers will take information literacy classes co-sponsored by the middle school and the library, and 80% of these kids will say when surveyed that they know how to find information in the library catalog and databases.

Objective: By June 30th, 2019, 5 successful middle school students will volunteer to assist the library with our information literacy classes.

Objective: By June 30th, 2022, 50% of students surveyed will report using library databases for homework purposes.

Sample Activities:

Hold information literacy classes for adults

Partner with the High School and Middle School Media Specialists to teach information literacy classes for high schoolers, and middle schoolers.

5. 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.

Goal: Native English speakers and Non-English speakers will improve their English language skills, and will have strengthened bonds with the community at large.

Objective: By June 30th, 2018, we will recruit 5 more volunteer English teachers.

Objective: By June 30th, 2020, 50 non-English speakers will attend English classes. 90% of these people will report on a survey that their English has gotten better or much better.

Objective: By June 30th, 2020, 25% of people will indicate on a survey that they use the library to improve or maintain their literacy skills.

Objective: By June 30th, 2021, 200 Non-English speakers will have attended programs at the library, 50% of these people when surveyed will report feeling more a part of the community.

Goal: Kids and Teens will have improved reading and writing skills.

Objective: By June 30th, 2021, volunteers and staff will tutor school kids in reading and/or writing. 60% of these students will report that their grades in reading and/or writing have improved.

Objective: By June 30th, 2021, the library will recruit at least 10 literacy tutor volunteers.

Objective: By June 30th, 2022, circulation of fiction and non-fiction print materials for kids and teens will maintain at current levels.

Sample Activities:

Teach ESOL Classes weekly

Plan and present Dia de los Ninos, and Dia de los Muertos programs

Host writing clubs

Coordinate volunteer tutoring program in coordination with Antfarm

6. Be an Informed Citizen: Local, National, and World Affairs

Residents will have the information they need to support and promote democracy; fulfill their civic responsibilities at the local, state, and national levels; and fully participate in community decision-making.

Goal: Adults and teens will understand how local, state, and national government works and be or become informed voters.

Objective: By November 30th 2021, 50% of teens and adults surveyed will report having a better understanding of how government works.

Objective: By November 30th, 2022, 10% more of registered voters surveyed will say that they voted in the last election.

Objective: By November 30th, 2022, 10% of those surveyed will say that they attended a civics program within the past year.

Sample Activities:

Partner with the City Council to create a Youth City Council.

Partner with the High School Civics Class.

Hold meetings with local and state elected officials.

Have voter registration at all library civics programs.

7. Connect to the Online World: Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Goal: Senior Citizens will have email accounts, and feel more confident and less frustrated navigating information systems.

Objective: By June 30th, 2020, 75 seniors will have created new email accounts.

Objective: By June 30th, 2020, 5 successful seniors will volunteer to assist the library as peer supports in teaching other seniors.

Objective: By June 30th 2021, 50% of adults and seniors surveyed will report being comfortable or very comfortable navigating resources on the computer.

Sample Activities:

In partnership with the senior center, hold classes for seniors on beginning to use email.

In partnership with the senior center, hold classes for seniors on navigating websites.

Check out HotSpots to library patrons for Internet use at home.

Organizational Competencies:

External Partnerships

The Sandy and Hoodland Public Libraries will actively seek and maintain relationships with agencies, organizations, and institutions that will enable us to enhance service to our customers.

- By March 31st, 2017 staff of the library will have created a comprehensive list of formal and informal partners.
- By March 31st, 2017, staff of the library will establish simple criteria for assessing current or potential partners. This information will be disseminated to staff.

Marketing and Public Relations

The Sandy and Hoodland Public Libraries will use appropriate and effective venues for marketing our programs and services.

- By April 30th, 2017, staff of the library will have created a sustainable library newsletter for the Spanish speaking community.
- By April 30th, 2017, staff of the library will establish criteria to evaluate the effectiveness of our marketing efforts.

Measurement and Evaluation

The Sandy and Hoodland Public Libraries will use effective measurement for evaluation of our library programs.

- By May 31st, 2017, staff of the library will have created all of the surveys needed to measure the progress for our strategic plan.
- By May 31st, 2017, staff of the library will have created a regular method of reporting on library objectives to the Library Advisory Board, the staff of the library, and the City Council.

Training and Staff Development

The Sandy and Hoodland Libraries will will have a staff fully trained to meet the needs of the library patrons.

- By June 30th, 2017, a new employee orientation will be created that includes information about the library service priorities and the strategic plan.
- By June 30th, 2017, staff of the library will have a plan in place to train all staff necessary on their new roles as part of the strategic plan.

