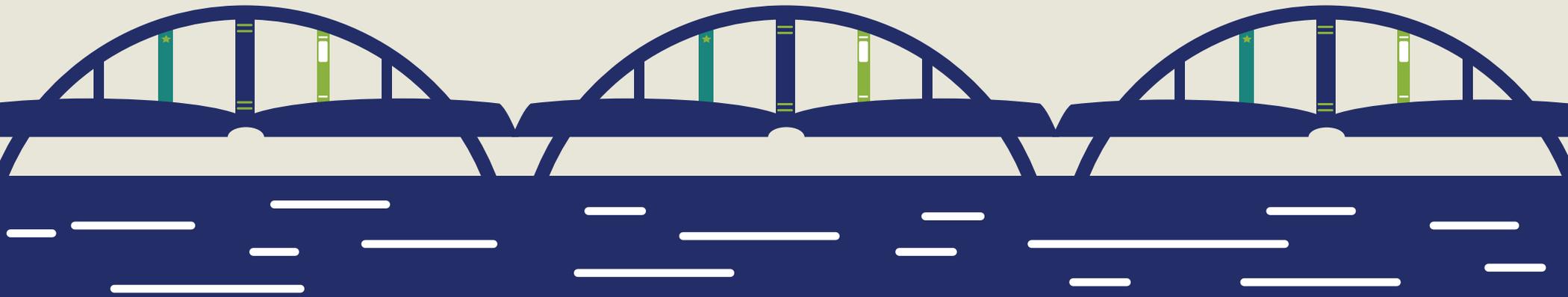


2021-2024 Strategic Plan



 **Josephine
Community Library**

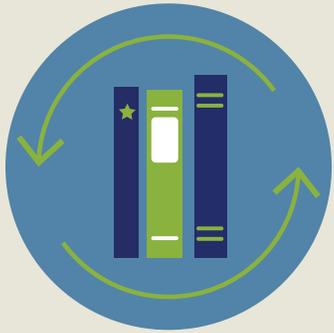


Through work with community members, the library board, staff, and volunteers, the 2021-2024 strategic plan for Josephine Community Library District (JCLD) offers a framework to ensure that library services and programs support the whole community.

This strategic plan centers on the importance of diversity to the ability of the library to more effectively meet the information needs of all segments of our community. Diversity recognizes that the library works with people who have characteristics that make us unique and that shape our identity. Such characteristics include race, ethnicity, age, gender, disability, sexual orientation, neurodiversity, cultural background, income levels, cognitive skills, and more.

An attention to diversity brings an examination of library operations and the people the library serves to ensure that multiple perspectives are represented and honored. This scrutiny results in better serving all our patrons – whether traditionally mainstream or marginalized. This means that people feel welcome at their library and also means they can find books, resources, programs, and other services offered with them in mind.

Core Services



COLLECTION



**FACILITIES
AND PEOPLE**



TECHNOLOGY



**EARLY
LITERACY**



**LIFELONG
LEARNING**

This three-year focus on strategic initiatives and growth takes place on a foundation of library core services that the board established in March 2018. The core services are a fundamental constant in the library's continuing work, confirming its long-term commitment to providing these services to everyone in the JCLD service area:

- **COLLECTION.** Maintain and circulate a curated and balanced collection of catalogued books and other materials selected for a wide range of interests for adults, youth, and children in the community.
- **FACILITIES AND PEOPLE.** Provide a pleasant experience and convenient space for library users, with trained volunteers and professional staff available for guidance in the acquisition of information.
- **TECHNOLOGY.** Provide access to the Internet and a variety of digital media with subsequent digital skills training.
- **EARLY LITERACY.** Provide special programming to encourage children's literacy.
- **LIFELONG LEARNING.** Provide adult and teen programs that encourage lifelong learning.

How this plan was created



In previous years the library has conducted an annual community survey as the main component of its community outreach which would then inform strategic planning. However, in 2020 the library took a more qualitative approach through a community needs assessment which included a community profile, collection and program assessments, and community outreach. The key findings from the 2020 Community Needs Assessment are:

- The county is more racially and ethnically diverse than previous U.S. Census data has suggested; specifically that there are more Hispanic and Spanish-speaking families in Josephine County than previously understood.
- About 19,000 Josephine County residents (19.5 percent) do not have access to broadband Internet.
- Interviewed community members – including young adults, Latinx, and residents at large – revealed that their top information needs center on basic needs and resources, diverse perspectives and representation, and civic engagement.

How this plan was created



Community members are invited to review the resulting 2020 Community Needs Assessment, available by emailing info@josephinelibrary.org. The assessment supported the development of this strategic plan, which in turn informs broader organizational goals even while the library continues to carry out the ongoing library core services.

Additional resources used to support long-term strategic planning included the Oregon Library Association Public Library Standards, American Library Association Library Bill of Rights and Code of Ethics, and the Edge library technology assessment process. Special thanks go to the State Library of Oregon for its guidance and support through this process. Achievement of these standards and goals will not only result in increased library use, but also better service for all groups, including both majority and minority populations.

Bringing opportunity, literacy, and connectivity to diverse patrons ensures our libraries remain relevant in this century and well into the next.

Josephine Community Library District 2021-2024 Strategic Plan



BASIC NEEDS



DIVERSE
PERSPECTIVES



CIVIC ENGAGEMENT



LIBRARY SYSTEMS
AND STRUCTURES

VISION

A community where diverse ideas and people come together to share knowledge, experiences, and perspectives.

MISSION

Working together to shape the future of Josephine County by connecting our diverse communities to reliable resources, technology, and information.

Strategic Focus 1: Basic Needs



Residents fulfill basic needs and gain life skills through library services, library partner services, and referrals to community resources.

GOAL 1A. SUPPORTING YOUNG ADULTS AND LATINX RESIDENTS

Young adults and Spanish speakers can access information about community and library resources for life skills and basic needs like food, clothing, housing, and childcare.

Activity: Plan, design, and disseminate community promotions for JosephineLINK community information database.

Success Measure: By 2022, 10 percent more community members access information about community resources on JosephineLINK community information database as evidenced by web traffic.

Activity: Evaluate existing library resources for those that support life skills and basic needs like food, clothing, housing, and childcare, and promote to young adults and Spanish speakers.

Success Measure: By 2024, 30 percent more young adults and Spanish speakers report that the library has provided them with information they can understand and resources to access basic needs.



Strategic Focus 1: Basic Needs

1

Residents fulfill basic needs and gain life skills through library services, library partner services, and referrals to community resources.

GOAL 1B. SUPPORTING PARTNERS

Community partners rely upon and share information and resources from the library.

Activity: Identify and reach out to community partners with shared clients and offer tools to community partners to help streamline JosephineLINK community information database.

Success Measure: By 2022, 30 percent more community partners contact the library about information and resources for their clients.



Strategic Focus 2: Diverse Perspectives

2

Residents of diverse backgrounds have their information needs addressed equitably, their perspectives welcomed, and their group represented at the library.

GOAL 2A. COMMUNITY ENGAGEMENT

Members of underrepresented populations engage with the library in joint development, implementation, and evaluation of library programs serving their communities.

Activity: Engage diverse and underrepresented groups in planning, recruiting, and conducting focus group(s) annually to brainstorm and decide on program ideas.

Success Measure: By 2022, members of a selected underrepresented group participate in a focus group to generate ideas and resources for a library program for their group.

Activity: Promote, conduct, and evaluate library-hosted program(s) developed specifically for diverse and underrepresented groups.

Success Measure: By June 30, 2023, members of an underrepresented population participate in a library-hosted program developed specifically for them.



Strategic Focus 2: Diverse Perspectives

2

Residents of diverse backgrounds have their information needs addressed equitably, their perspectives welcomed, and their group represented at the library.

GOAL 2B. COLLECTION DEVELOPMENT

Members of diverse communities find books, online resources, library displays, and other materials that support and represent their community.

Activity: Conduct a diversity audit on the collection and acquire culturally relevant and responsive materials.

Success Measure: By 2023, library patrons will find 10 percent more print and online materials that support and represent diverse communities.

Activity: Implement library displays for diverse communities; track circulation of display items.

Success Measure: By 2023, at least 50 percent of items in library displays for diverse communities are checked out by library patrons



Strategic Focus 3: Civic Engagement



Residents have the information and learning opportunities they need to participate in local, state, and national issues and decision-making.

GOAL 3A. CIVICS PROGRAMS

Community members participate in programs that foster knowledge and conversation around civic engagement.

Activity: Develop and implement online, in-person, or take-home civics program(s) at least once per quarter at the four branches and collect participant evaluation data.

Success Measure: By 2022, community members across all four branches can participate in at least one civics program per year (10 total).



Strategic Focus 3: Civic Engagement

3

Residents have the information and learning opportunities they need to participate in local, state, and national issues and decision-making.

GOAL 3B. DIGITAL LITERACY

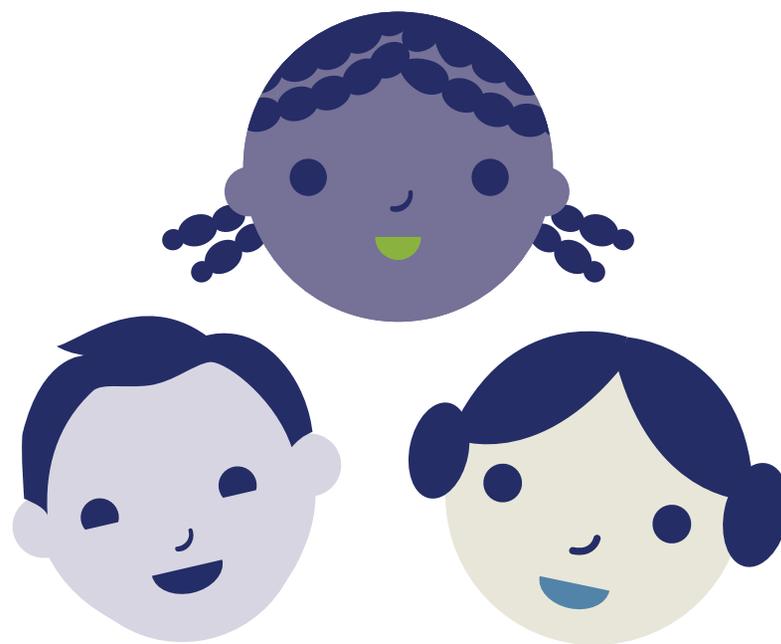
Community members find factual and reliable information on current issues through library resources and materials.

Activity: Develop and implement library displays about civic engagement and current issues.

Success Measure: By 2023, at least 50 percent of items in library displays on civic engagement topics and current issues are checked out by library patrons.

Activity: Develop and implement online subject guides about civic engagement and current issues.

Success Measure: By 2023, online subject guides on civic engagement topics and current issues see a 10 percent increase in web traffic.



Strategic Focus 4: Library Systems and Structures

4

Residents benefit from a well-managed library that employs efficient operating systems and structures.

GOAL 4A. STRATEGIC PLANNING

Diverse and underrepresented communities share their information needs in annual engagements that help refine library strategic direction.

Activity: Using resources and best practices informed by the Edge Assessment, Data Fluency effort, and Project Outcome, design the study, and conduct interviews and focus groups for strategic planning.

Success Measures: By 2024, members of underrepresented groups participate in key informant interviews and focus groups.

Activity: Design evaluation form(s) and develop the distribution, data analysis, and reporting plan for all relevant strategic plan objectives.

Success Measures: By 2024, at least 20 percent of library patrons and library program participants complete evaluation forms.



Strategic Focus 4: Library Systems and Structures



Residents benefit from a well-managed library that employs efficient operating systems and structures.

GOAL 4B. POLICY REVIEW

Diverse community perspectives are reflected in library policies.

Activity: Develop, plan, and implement a diversity audit on library policies.

Success Measures: By 2024, library staff complete a diversity audit on library policies.

Activity: Offer staff, board, and volunteers opportunities for diversity training, cultural competence, Adverse Childhood Experience (ACES), and more.

Success Measures: By 2022, 50 percent of library staff and 25 percent of active volunteers start cultural competency training.

