



TIGARD PUBLIC LIBRARY

STRATEGIC **PLAN**

2015 2020

TOMORROWLAND

THE FUTURE BELONGS TO DREAMERS AND DOERS



STRATEGIC PLAN

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tigard library board

LETTER TO THE TIGARD COMMUNITY

TIGARD LIBRARY BOARD

Scott Hancock, *Chair*

Katie Harris, *Vice-Chair*

Linda Monahan

Michelle Taylor

Jan Thenell

Nicci Walker

Cole Weber

Becky Gauthier, *Alternate*

Roarke Van Brunt, *Alternate*

For the past five years, the library has focused on building community, connecting patrons to the online world and encouraging them to read for both pleasure and education. From 2010–2015, patrons discovered the world of e-books through classes, one-on-one assistance and circulating e-readers. The library has also enhanced its community outreach by connecting with organizations such as Community Partners for Affordable Housing and the Just Compassion Coalition that serve those who may benefit greatly from library services. The library set a new record for participation in the 2015 Summer Reading programs for all ages, thanks in part to increased outreach to senior communities, schools and summer food sites. It accomplished all of this despite citywide budget reductions in 2010 and 2012, which resulted in fewer hours and staff at the library.

Between now and 2020, the Library Board's role will be to promote the library's core mission of connecting people with books while looking to the future. The strategic plan's goals are:

- » **Stimulate Imagination:** While the library has traditionally been known as an educational institution, it also encourages people to dream, imagine and innovate. Extraordinary things happen when people allow themselves leisure time to read, watch and listen.
- » **Express Creativity:** Today's technologies will be obsolete tomorrow. Creative minds are the key to new technologies, ideas and solutions. The library's role is to encourage and support those creative minds by providing an environment for creativity to blossom, either by introducing people to current online innovations or by stimulating them to create arts and crafts through hands-on workshops.
- » **Be an Informed Citizen:** The country and the world are experiencing significant societal changes. The library's goal is to help patrons become more aware of issues that affect them.

Tomorrow belongs to the dreamers and the doers. The library has a responsibility to prompt them to contribute to our community and our world both in the present and the future. Implementing this strategic plan will further those goals and stimulate citizens to create a more informed and imaginative community.

Sincerely,

The Tigard Library Board

INTRODUCTION TO THE STRATEGIC PLAN

YESTERDAY, TODAY AND TOMORROW

WE REACHED
MORE THAN
7,000
PEOPLE
OUTSIDE THE
LIBRARY IN 2014



3,662

ALL-TIME
RECORD
HIGH | SUMMER
READING
HIGH 2015

Tomorrowland, the 2015–2020 Tigard Public Library Strategic Plan, is the third plan in our current building. As times have changed, so have our goals. The first plan, *Mapping Our Future*, set a course for the library as the community got to know its new home on the banks of Fanno Creek. It emphasized the need to help keep library users current on new technologies and introduced patrons to the variety of social, cultural and recreational experiences the library offered as Tigard’s community center.

Great Expectations, the second plan, confronted the realities of a nation that had been rocked by a major recession. In times of need, people turn to libraries for education, entertainment and enlightenment. *Great Expectations* emphasized and expanded on the library’s services to help people develop necessary technological skills to be competitive in the work force, including a successful three-part Excel series.

Great Expectations improved connections with the community by developing strong partnerships with organizations such as the Tigard-Tualatin Family Resource Center and Community Partners for Affordable Housing (CPAH). Staff have visited food sites at CPAH facilities to encourage kids to participate in our summer reading program. Library staff have also developed a relationship with the Just Compassion coalition to learn more about local services for homeless individuals and families.

Those and other outreach efforts have also informed more Tigard residents about the library’s wide variety of materials and services. We reached more than 7,000 people outside the library in schools, senior communities and summer food sites in 2014.

With the growing popularity of e-books, we have helped people access them through classes, e-book clinics offering individual assistance and written instructions. We gave curious patrons an opportunity to “test-drive” e-readers by circulating Kindles and Nooks loaded with best-selling titles.

Many of our *Great Expectations* were met despite a reduction in staff and the number of hours the library was open to the public because of budget cutbacks. Although closing the library on Thursdays in 2012 resulted in fewer visits and programs offered, the library continued to break records in some areas such as summer reading participation for all ages, with an all-time high in 2015 of 3,662 people.

WANTED: DREAMERS AND DOERS

As we look toward tomorrow, Tigard residents still have many of the same needs: Being competitive in the job market, keeping current with new technologies and getting books, e-books, movies, music and other materials for business or pleasure.

Tomorrowland, the 2015–2020 strategic plan, will focus on three main goals:

- » **Stimulate Imagination**
- » **Express Creativity**
- » **Be an Informed Citizen**

In the next five years the library will assist people in becoming more informed citizens. Knowledge is power. Citizens who are knowledgeable about local, national and international affairs will create a stronger, more proactive community.

Stimulating imagination and creativity have long been an integral part of the library's mission. Imagination and creativity are the fortunate byproducts of lifelong learning. The problems and challenges we face as a society require active imaginations and the creativity to turn imaginative ideas into action. *Tomorrowland* will provide patrons with specific opportunities and information to help fuel both imagination and creativity to spark both dreamers and doers.



**In the next five years
the library will assist
people in becoming
more informed citizens.
*Knowledge is power.***



CITY OF TIGARD VALUES

- » **Respect and care.**
If we're not treating everyone well, we're not making anyone feel at home.
- » **Do the right thing.**
Representatives of Tigard should strive to go the extra mile with each other and with the public.
- » **Get it done.**
Look for solutions when problems arise, while working with both patrons and coworkers.

LIBRARY MISSION

The Tigard Public Library serves the Tigard community by promoting reading and providing access to materials in all formats to meet residents' informational, cultural, educational and recreational needs. The library fosters lifelong learning and provides an array of programs and services to encourage the development of well-rounded citizens.

LIBRARY PRINCIPLES

- R**ESPECT a variety of viewpoints and opinions and make them available to the public in the interest of promoting a healthy democracy.
- E**NCOURAGE library users to become comfortable in using information in a wide variety of formats and to instruct them in using new technologies for information gathering.
- A**SSIST patrons in finding the information they want, when they want it and in a form that is most useful to them.
- D**EVELOP partnerships with the community to ensure that library services truly respond to the needs and desires of Tigard residents.

CITY OF TIGARD STRATEGIC VISION 2014–2034

In 2014, the City of Tigard adopted a strategic plan with the long-term goal to become the most walkable community in the Pacific Northwest where people of all ages and abilities enjoy healthy and interconnected lives.

As an educational and social hub of the Tigard community, the library has taken on this challenge by incorporating more programs that include movement, emphasize physical and mental well-being, and foster connections between people and with the natural world.



LIBRARY STRATEGIC PLAN

STRATEGICALLY SPEAKING

In the spring of 2015, two community meetings were convened to help determine the library's areas of focus for the next five years. In addition to these meetings, comments and responses from the February 2015 annual library survey and citizen feedback, we developed the three goals to focus on in 2015–20:

- » Stimulate Imagination
- » Express Creativity
- » Be an Informed Citizen

Meetings with library staff helped generate ideas to fulfill these goals. Small interdivisional teams will track progress toward the objectives for each goal and report to the library director quarterly. While the goals will remain the same, we will reevaluate our objectives annually. Some will continue and we will update others to reflect changes in patron needs, technology and other variables. We are grateful to the following individuals for sharing their time and creativity helping us plan for the future:

COMMUNITY MEMBERS

Kathleen Allen	Karan Hancock	Evan Styner
Mary Bogert	Scott Hancock*	Janet Styner
Linda Brislin	Katie Harris*	LaDonna Tabayoyon
David Burke	Kyle Harris	Jan Thenell*
Sue Carver	Nancy Irwin	Jennifer Vasicek
David Chapman	Wayne Lammers	Nicci Walker*
Marcia Chapman	Sarah Martin	Dean Williams
Paul Clark	Mary Ann Spear	

* Library Board Member

STAFF MEMBERS

Allison Arnold	Molly Carlisle	Lori Van Deman-Iseri
Margaret Barnes	Craig Carter	Paula Walker
Amber Bell	Teresa Ferguson	
Laurie Calvert	Jaime Thoreson	



GOALS FOR 2015–2020

- » Stimulate Imagination: reading, viewing and listening for pleasure.
- » Express Creativity: create and share content.
- » Be an Informed Citizen: local, national and world affairs.



LIBRARY STRATEGIC PLAN

GOALS FOR 2015–2020

GOAL #1

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Library patrons 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 choose from among the options.

Objectives for FY 2015–16:

- The library will maintain strong and well-used collections, with a turnover rate of 80–85 percent.
- Registration in the 2016 Summer Reading Program will meet or exceed that of previous years.
- The library will promote underused areas of the collection through book displays, e-newsletter articles and social media posts. Success will be assessed with a question in the annual patron survey, such as, “I am more aware of the resources and services provided by the library.”

GOAL #2

Express Creativity: Create and Share Content

Library patrons will have the services and support they need to express themselves by creating original print, digital or visual content in a real-world or online environment.

Objectives for FY 2015–16:

- The library will offer hands-on workshops (crafts, gardening, knitting, etc.) for all ages, including at least four for adults.
- By April 2016, the library will offer Adobe Creative Cloud on two public computers, with classes to support patron use and staff trained to assist.
- The library will host at least one program involving 3-D digital technology, such as 3-D printing and simple robotics.

GOAL #3

Be an Informed Citizen: Local, National and World Affairs

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

Objectives for FY 2015–16:

- a. The library will host at least two programs on timely topics, such as Oregon Humanities Conversation Project events and forums on local/regional issues.
- b. The library will promote materials that will make patrons more aware of local, state and national issues via two or more methods, such as displays, booklists and social media.
- c. The library will assess civic engagement of patrons by including a question in program evaluations and/or the annual patron survey such as, “I am more aware of some issues in our community.”



Library patrons will have the information... to fully participate in community decision-making.”



LIBRARY STRATEGIC PLAN

GRAPHICALLY SPEAKING



**CHECKED OUT
EBOOKS
2014-15**

45,000

**COMPARED TO
ONLY 9,500
IN 2010-11**

When the library closed on Thursdays in 2012 because of budget reductions, the number of times people visited the library decreased. The closure also impacted other usage. Despite the closure, use of some other library services continued to increase.

TIGARD PUBLIC LIBRARY BY THE NUMBERS

CATEGORY	2010-11	2011-12	2012-13*	2013-14*	2014-15*
Patron Visits	496,471	477,595	394,549	374,117	347,163
Items Checked Out	1,512,898	1,522,401	1,428,104	1,327,014	1,248,258
Program Attendance (kids, teens, adults)	31,713	28,114	27,280	29,270	27,588
Contacts with Students Outside the Library (school visits, etc.)	6,227	6,779	5,231	7,141	5,766
New Library Cards Issued	5,172	4,575	3,920	4,068	3,476
Hours of Wireless Use	30,216	36,887	33,891	34,421	52,615
Summer Reading Program Participation (kids, teens, adults)	2,741	2,989	3,224	3,281	3,662

* Library closed on Thursdays



52,615

**HOURS OF
WIRELESS USE
2014-15**