

Tigard Public Library

STRATEGIC PLAN

2021
to
2026



Tigard Public Library
Serving the public since 1963



Setting a Course

for the Tigard Public Library



As Director of Services for the Tigard Public Library, I am happy to introduce our next strategic plan. This document will provide the direction and course of the work of the library for the next five years.

This plan was developed during a year of disruption for the library, amid the reduction and reinvention of services due to the COVID-19 public health emergency. This unique time proved to be advantageous for the development of the strategic plan, as members of the Tigard community and library team took the opportunity to reflect on what we love most about the library, and how we want our library to serve our community into the future.

The process for creating this strategic plan was led by a planning group that included members of the library team and the library board. The core planning team met almost weekly from December 2020 through May 2021 to create surveys, facilitate online focus group meetings, analyze results, and form the vision and priorities of the strategic plan.

The core planning team gathered survey input from over 1,100 community and library team members and listened to several focus group conversations with community organization

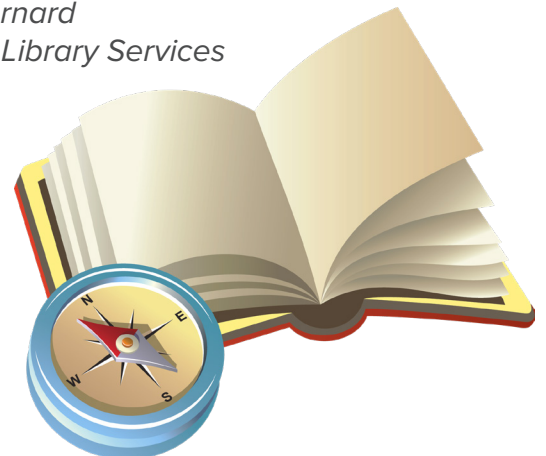
partners and library team members. After this input process, strong themes, interests, and needs emerged.

These surveys and conversations provided a clear shared vision of the library's place in our community as a vibrant space for connecting and learning. Our library strategic planning core team pulled out recurring themes from the input to create a vision and a set of priorities, objectives, and specific actions that will help move the work of the library in the direction our community has requested.

After forming the vision and strategic plan, the document was shared once again with our community residents, organizational partners, and library team members to ensure that we heard what our community wants and needs.

Our final strategic plan focuses on the themes of access, equity, and community connection. We look forward to engaging with the work outlined in this plan to provide excellent customer service and tailor our services to best meet the needs of the Tigard community.

*Halsted Bernard
Director of Library Services*





VISION

for the Tigard Public Library

A community hub for knowledge and enrichment where everyone feels welcome.



The Tigard Public 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.

STRATEGIC PRIORITY ONE: COMMUNITY

The Library is an inclusive and welcoming place for everyone.

OBJECTIVE A

The library building and grounds are an accessible, vibrant space.

Action i: Initiate a design process to optimize library spaces for ideal customer service and patron experience.

Action ii: Enhance outdoor spaces to extend learning, play, and community engagement beyond the library building.

Action iii: Collaborate with communities of color and marginalized communities to ensure that the library is used as a vital resource.

Action iv: Partner with other city departments and community groups to provide food service options on library grounds.

Action v: Expand possibilities for community groups to access library meeting spaces.



OBJECTIVE B

Excellent customer service defines the patron experience.

Action i: Provide multiple options for materials check-out and return to increase convenience for patrons in accessing library materials.

Action ii: Create signage that supports accessible, independent navigation of the library building.

Action iii: Provide training and support that allows library team members to make empowered decisions that improve the customer service experience.

Action iv: Use responsive, antiracist processes to update library policies in order to equitably serve marginalized and historically underserved groups.

OBJECTIVE C

The library uses robust, responsive internal and external communication to increase community engagement.

Action i: Heighten public awareness of the library's resources and services by developing a comprehensive communications strategy that includes redesigning the website and maintaining a network of community partners.

Action ii: Assess internal communication and develop a plan to improve collective library team knowledge while incorporating opportunities for dialog and collaboration.

Action iii: Update and consistently collect measures that accurately tell and celebrate the library's story.

STRATEGIC PRIORITY TWO: KNOWLEDGE

The Library is a trusted source for accurate, vital materials and resources.

OBJECTIVE D

Patrons discover the materials they want and need.

Action i: Create inclusive, engaging browsing options such as displays in order to simplify and expand choice-making.

Action ii: Assess collection development practices and develop methodology for providing quicker patron access to high interest items.

Action iii: Update local cataloging procedures to reflect the Cataloging Code of Ethics.

OBJECTIVE F

Qualified professionals serve the needs of the Tigard Community.

Action i: Support internal and external opportunities for training that strengthen the library professional field and career advancement.

Action ii: All library team members engage in equity-focused professional development activities.

Action iii: Assess and adjust staffing needs and priorities to best support departmental goals.



OBJECTIVE E

The library bridges the gap to technology access, tools, and support.

Action i: Develop and implement plans for a flexible technology lab that includes tools and events to support creativity, job seeking and skill development.

Action ii: Increase options for circulating technology, including mobile computing and internet access.

Action iii: Expand collection and increase publicity for the Library of Things.



STRATEGIC PRIORITY THREE: ENRICHMENT

The Library enriches the lives of community members.

OBJECTIVE G

The library is a link to education and career success.

Action i: Partner with the Tigard Tualatin School District (TTSD) to provide library cards for all TTSD students.

Action ii: Provide robust Job/Career support through resources and classes.



OBJECTIVE H

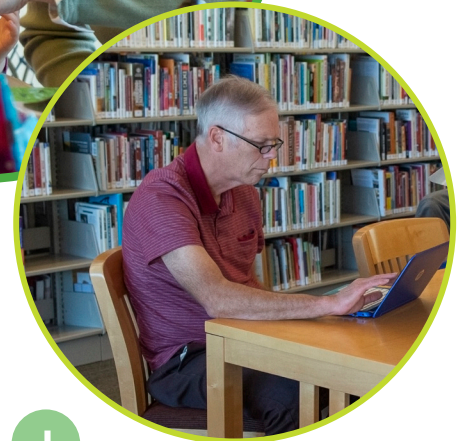
A diverse selection of library events engages community members of all ages.

Action i: Provide culturally responsive programs to meet the needs of community members, including those who do not currently think of the library as a resource.

Action ii: Continue to build online and hybrid programs, providing literacy and enrichment activities for a range of ages and interests.

Action iii: Use current professional standards and best practices to update story time materials, resources, and methods to strengthen inclusion, diversity, and equity in early learning activities.

Action iv: Meet the needs of English language learners through signage, resources, events, and staff support.



OBJECTIVE I

Library services expand access into the community.

Action i: Explore options for a mobile library to increase access to resources and services for those who can't get to the library building.

Action ii: Collaborate with community partners to amplify outreach and increase library use by marginalized populations.

Action iii: Develop robust, tailored volunteer opportunities that expand a participant's ability to tell the library's story in the community.

Action iv: Work in partnership with other city departments to ensure a library presence as part of the City Facilities Consolidation Project.



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