2021-2025 Strategic Plan Outline of Goals

Collection development education and awareness: The library's collection of books, DVDs, and audiobooks is ever evolving, with the goal of providing popular and current titles to readers of all interests, levels, and ages. Keeping the community aware of Roseburg Public Library's collection development goals is vital, as is listening to our patrons' collection development feedback.

1. Regular community engagement and feedback:
   a. Post a monthly, quick question around the library: examples include asking for patron feedback on preferred genres, authors, booklists they are interested in, etc. **Implementation: 2021 and ongoing.**
   b. Post monthly prompts to the community via the library's social media platforms, which closely resemble the question(s) posted around the library. **Implementation: 2021 and ongoing.**
   c. Include a semi-regular question with Kris's newspaper articles with the News Review; again, these questions will be similar to those posted on other platforms. **Implementation: 2021 and ongoing.**

2. Practice transparency in collection development goals and decisions:
   a. Write newspaper articles twice a year on collection development, including outlining RPL's specific goals with collection development**. Implementation: 2021 and ongoing.**
   b. Review the collection development policy once a year, to ensure day-to-day goals with collection development align with stated goals within the policy. This review will be done with the Library Commission. **Implementation: 2022.**
   c. Regularly post on social media about additions to the collection, newly curated booklists, underappreciated parts of the collection, and more. **Implementation: 2021 and ongoing.**

3. Increase awareness of collections that represent underserved communities:
   a. Conduct a collection diversity survey to ensure that diverse perspectives are being appropriately represented in our youth and adult collection. **Implementation: 2025.**
   b. Regular social media posts highlighting diverse collections, including additions to the collection, new booklists, etc. **Implementation: 2021 and ongoing.**
   c. Curate and update booklists quarterly that focus on promoting diverse perspectives, authors, and stories from our catalog. **Implementation: 2023 and ongoing.**
   d. Make connections with the local Cow Creek Band of Umpqua Tribe of Indians to potentially promote their education centers and bibliographies, and promote these resources through newspaper articles, social media, etc. **Implementation: begin outreach in the spring with summer reading, 2021 and ongoing.**

Create opportunities for lifelong learning: The library serves as a unique setting for lifelong learning, especially by providing educational opportunities for all ages. Opportunities include computer classes, informative and fun STEAM programming, and learning about other cultures and perspectives.

4. Retain young readers as they mature:
   a. Host monthly tween programs, with particular emphasis on educational programs in a relaxed setting. Reach out to middle school libraries and the Douglas County Boys and Girls Club to supplement existing programs and resources. **Implementation: 2022 and ongoing.**
   b. Provide a short survey for program participants in order to gather feedback on engagement, interest in future programs, etc. **Implementation: 2022 and ongoing.**
5. Bridge the digital divide:
   a. Add a section to the collection development policy regarding electronic resources. **Implementation: 2023.**
   b. Advertise access to databases provided by the State Library of Oregon on social media, articles, and other platforms. **Implementation: 2022 and ongoing.**
   c. Create and teach a free basic computer skills class curriculum for adults. Each class will be held at least once a month. **Implementation: 2021 and ongoing.**
      i. Reach out to local organizations and groups that would be interested in free computer skills classes for initial feedback on what specific skills to emphasize in the curriculum. **Implementation: 2021.**
   d. Host monthly or twice monthly "Tech Time" walk-in opportunities for patrons to get individualized technology assistance. **Implementation: 2022 and ongoing.**
   e. Establish a volunteer-run desk at the front to focus on providing as-needed technical help, including printing services and library computer use. Staff will step in for volunteers as needed. **Implementation: 2022 and ongoing.**
6. Increase educational opportunities for all ages:
   a. Strengthen partnerships with schools, such as through class field trips to the library, cross-promotion of programs and opportunities, and advertising relevant library resources to the schools (for example, the teacher library card system). **Implementation: contact schools annually to arrange tours starting in the fall, reach out to schools about summer reading in the spring, 2022 and ongoing.**
   b. Develop a robust educational programming schedule for youth and adults, including inviting subject experts to come to the library to speak or conduct a workshop four times a year. **Implementation: plan programs in the early fall and spring, run programs throughout the following months, 2022 and ongoing.**

Enhance community outreach and awareness: The library is more than just a physical building, and often serves as a mechanism for community connections and engagement. Outreach is a particularly powerful method of bringing a community together. Outreach not only makes the library's services and materials more accessible, it also gives a voice to underserved and underrepresented groups within the community.

1. Work with local nursing homes and senior living facilities to expand the homebound program:
    a. Analyze the homebound program for effectiveness, and the potential for using this model on expanding to other parts of the community, such as with HADCO locations. **Implementation: 2023.**
2. Foster community book groups:
    a. Work with Blue Zones to start a monthly walking book group. **Implementation: 2024.**
    b. Explore grant opportunities for ordering book club kits. **Implementation: 2024.**
3. Bolster communications and avenues for information sharing:
    a. Distribute a communications survey once every five years to find out how the community gathers information and news. **Implementation: 2024.**
    b. Review the library's social media platforms twice a year to assure that we are maximizing their potential according to community interests and staff capacity. **Implementation: 2024.**
4. Connect community groups and expand library services beyond the confines of the building:
    a. Participate in outreach events at least four times a year, such as at the Umpqua Farmers' Market and Music on the Half Shell. **Implementation: 2022 and ongoing.**
5. Increase outreach to underserved communities.
    a. Host workshops and/or programs in Spanish twice a year, working with local community influencers in the Latinx community to help with promotion and program design. **Implementation: 2022 and ongoing.**
    b. Strengthen partnerships with the Cow Creek Band of Umpqua Tribe of Indians in order to host workshops and/or programs centered on Native American history, culture, events, and more twice a year. **Implementation: 2022 and ongoing.**
    c. Explore opportunities to support English as a Second Language (ESL) learners. Working to supplement the local school system's existing ESL resources. **Implementation: 2023.**

Explore opportunities for long-range, enhanced funding: A library's capacity, programming, and access to resources goes beyond the passion of its staff, volunteers and patrons. Regular funding is an essential component of a library's functioning, which can be supplemented with grants and donations.

1. Assess funding sourced by grants
    a. Create a plan outlining grant opportunities and year-long grant application timeline, to document what grants are available and when applications are open. **Implementation: 2025.**
    b. Assess the budget to see what areas are most impacted by grant funding, and analyze what areas need more funding, in order to set clear goals with grant opportunities in the future. **Implementation: 2025.**
    c. Create a standard document to be referenced for future grant applications, in order to make grant applications less time consuming, and potentially allowing other staff members to write grants as well. **Implementation: 2025.**
2. Review with city manager potential opportunities for enhanced funding in the next five years. **Implementation: 2023.**