

Library Strategic Plan 2014 - 2016

Goals and Objectives

a. Family and early childhood literacy: enhance and expand family literacy intervention services to parents of children 0-5 years old providing programs, learning spaces and collections to promote early literacy.

Goal 1: Expand early literacy intervention programs for young children and their parents in both English and Spanish.

- a.1.1 Offer Baby & Me sessions, modeling reading to babies and the basics of baby brain development two to three times annually in both English and Spanish at all four libraries. (6/15)
- a.1.2 Offer Toddler & Me sessions, modeling reading to toddlers and the basics of toddler brain development one to two times annually in both English and Spanish at all four libraries. (6/15)
- a.1.3 Offer Little Learners at the Library for drop in play and storytime for babies and toddlers once a week throughout the year with bilingual staff at the Downtown and Fair Oaks libraries. (6/14)
- a.1.4 Develop a plan to target and market to those families that are most in need. (1/15)
- a.1.5 Measure the positive impact of early childhood literacy programs by surveying parents twice annually and tracking attendance. (1/15)

Goal 2: Create Early Childhood Literacy Centers at all four libraries.

- a.2.1 Work with Burgeon Group in defining manipulatives, space needs and costs. (7/14)
- a.2.2 Secure funding commitment from Library Foundation. (9/14)
- a.2.3 Redesign Children's Room layout to accommodate ECLC. (1/15)
- a.2.4 Expand the collection of reading materials for babies and toddlers in ECLC. (1/15)
- a.2.5 Purchase and display parent education books and information. (1/15)
- a.2.6 Develop a plan for implementation at the branch libraries. (1/15)
- a.2.7 Measure the positive impact of the Early Childhood Literacy Center by staff observation and interaction. (ongoing)

Goal 3: Expand Project Read's Families For Literacy Program services to parents and caregivers of children 0-5 to promote early literacy intervention, intergenerational literacy and school readiness to non-literate/low-literate families.

- a.3.1 Using age appropriate books and taking into consideration the parent’s reading level, staff and trained volunteer tutors will work with parents to choose books and practice reading them to their child. (ongoing)
- a.3.2 All the children and parents meeting in the Family Literacy Learning Center or matched with a tutor will be taught school-related computer skills and introduced to educational Internet sites. (ongoing)
- a.3.3 Project READ Family for Literacy program staff will assess the reading, conversation and language skills of all parents and their children when they enter the program, and annually thereafter. The adults and school age children receiving instruction will increase an average of 2 grade levels or more after the first year of instruction. (ongoing)
- a.3.4 Families for Literacy program Inmate learners who are enrolled in the Mother’s and Families/Father’s and Families workshops will receive instruction in reading aloud to their child using a non-violent parenting curriculum while incarcerated at the SMCO Men’s and Women’s facilities. (ongoing)
- a.3.5 Project Read will assess learning levels of their participants.

b. Digital literacy and technology access and services.

Goal 1: “Bridge the digital divide” by providing more technology access and instruction at the Downtown, Fair Oaks and Schaberg libraries.

- b.1.1 Provide structured and regularly scheduled classes monthly on basic computer skills to promote digital literacy in the community. (9/14)
- b.1.2 Provide weekly individualized assistance through one-on-one help with library staff and volunteers to promote digital literacy at the individual level. (9/14)
- b.1.3 Strengthen existing partnerships with tech industry community members and develop new partnerships to amplify the library’s reach and advance digital literacy goals. (6/15)
- b.1.4 Provide internet-enabled devices with extended session periods within the library. (9/14)
- b.1.5 Explore a pilot program to provide mobile devices and hot spots for families to take home. (7/15)
- b.1.6 Conduct surveys to gather feedback from the community about digital literacy needs and satisfaction with library technology. Evaluate surveys to plan for additional library technology services. (6/15)
- b.1.7 Continually monitor public computer demand and evaluate the ability to increase/decrease access. (ongoing)
- b.1.8 Provide meaningful volunteer opportunities for technology savvy community members to help bridge the digital divide. (ongoing)
- b.1.9 Work with PRCS in the promotion and coordination of programs (ongoing)

b.1.10 Analyze stage 2 EDGE initiatives for implementation. (1/15)

Goal 2: Create technology opportunities and training to underprivileged academically at-risk teens.

b.2.1 Open a digital lab for teens to learn and discover their technological interests and artistic abilities giving them a reason to be successful in school. (7/14)

b.2.2 Collaborate with community members, Silicon Valley professionals and teens to plan and deliver programming. (ongoing)

Goal 3: Offer more services for our digitally connected community.

b.3.1 Offer online tutorials and educational materials for digital literacy. (1/15)

b.3.2 Increase collection of eBooks and eAudiobooks by 25% annually.

b.3.3 Increase collection of eMagazines, online music and movies by 25% annually.

b.3.4 Improve our online presence through a redesigned website and mobile applications. (1/15)

b.3.5 Provide online youth reading lists to promote reading and literacy. (1/15)

b.3.6. Provide and maintain online resources about college selection and financial aid for customers pursuing educational opportunities. (ongoing)

b.3.7 Provide parent education resources and/or workshops on online safety for youth. (1/15)

b.3.8 Provide resources to promote parental awareness of technology education apps for children. (1/15)

c. Expand Library spaces in Fair Oaks: The existing facility is heavily used and not able to adequately meet the demand for collections, programs, computers, seating and family literacy and learning spaces.

Goal 1: Expand current library space.

c.1.1 Work with the County Human Services Agency in identifying expanded and/or shared spaces in existing facility. (9/14)

c.1.2 If approved, secure funding for remodel. (9/14)

c.1.3 Develop a plan for implementation (9/14)

Goal 2: Explore opportunities for a new library and community center facility.

c.2.1 Secure funding for a master facility plan for a combined library and community center. (7/14)

c.2.2 Develop and issue an RFP for a master plan. (1/15)

d. Re-envision library customer service to ensure an exceptionally positive experience for every customer.

Goal 1: Remodel the customer service environment at the Downtown Library.

- d.1.1 Remodel customer service environment to facilitate proactive service and to enhance self-service. (8/14)
- d.1.2 Streamline staff areas to encourage self-service and more efficient customer service. (8/14)
- d.1.3 Modernize technology to facilitate self-service such as self checkin of materials. (8/14)

Goal 2: Improve customer service delivery at all libraries.

- d.2.1 Set staff expectations for active service that focuses on a positive experience for every customer. (9/14)
- d.2.2 Conduct workshops and ongoing training for staff. (ongoing)
- d.2.3 Set up measures and processes to assess customer satisfaction including in person and online customer feedback, surveys, secret shoppers and peer shadowing. (1/15)
- d.2.4 Observe and evaluate staff. (ongoing)
- d.2.5 Analyze customer service environments at branch libraries and develop a plan to implement needed changes. (1/15)

Goal 3: Shift policies to be more customer positive.

- d.3.1 Evaluate and revise policies. (1/15)
- d.3.2 Train and empower staff to interpret policies in favor of the customer. (ongoing)