

Mid-Columbia Libraries Strategic Plan: 2023 - 2027

LITERACY • ENRICHMENT • CONNECTION

MISSION

Mid-Columbia Libraries **empowers people, supports learning, and strengthens community** through literacy, enrichment, and connection.

VALUES

We believe:

- in our customers' right to privacy
- in open, equitable access to information

We embrace:

- diversity of people, ideas, and content
- innovation, optimism, creativity, and resourcefulness

We collaborate:

- with each other to achieve common goals
- with our community to meet their needs

We praise:

- staff openly and often for their hard work
- our community and partners for their ongoing support

QUALITY STANDARDS

- **Courtesy**
- **Expertise**
- **Inclusion**
- **Efficiency**

STRATEGIC FOCUS: LITERACY

Vision: All children in the Mid-Columbia region enjoy reading and read at or above current grade level.

- ✓ **Early Literacy:** Children will have the resources, programs, and services designed to ensure they enter school ready to learn to read, write, and listen.
- ✓ **Children, Teen, And Family Literacy:** Students and their families will have the resources, programs, and services to support their literacy skills in order to succeed in school and life.

Measuring Success in the Mid-Columbia region:

- By 2027, 80% of kindergarteners will be ready for school by meeting the state literacy domain.
- By 2027, at least half of all K-12 students will meet state language arts standards.
- By 2027, 90% of parents, caregivers, and educational providers surveyed will agree and/or strongly agree their library plays an important role in:
 - Helping their child(ren) enter school ready to learn
 - Helping their student(s) read more, enjoy reading, and be more confident in their reading
 - Supporting the learning and development their student(s)
 - Providing excellent resources for students and their families

STRATEGIC FOCUS: ENRICHMENT

Vision: All community members enjoy easy, dependable access to library content and resources to stimulate their imaginations and satisfy their curiosity.

- ✓ **Reading, Viewing, and Listening for Pleasure:** Community members who want content to enhance their leisure time will find what they want, when and where they want it, and will have the help they need to make choices from among the options.
- ✓ **Lifelong Learning:** Community members will have the desired resources to explore topics of personal interest and continue to learn throughout their lives.

Measuring Success in the Mid-Columbia region:

- By 2027, active library users will grow by 30%.
- By 2027, 95% of community members in the Mid-Columbia region will have access to a library point of service within 10 miles of their residence.
- By 2027, 90% of community members surveyed will agree and/or strongly agree their library plays an important role in:
 - Enhancing reading, viewing, and listening for pleasure
 - Enhancing lifelong learning
 - Providing books and content they want in an accessible and timely manner

STRATEGIC FOCUS: CONNECTION

Vision: All community members are connected to local community resources and the greater digital world in ways that meet their needs.

- ✓ **Community Resources and Services:** Community members will have a central source for information about the wide variety of programs, services, and activities provided by our communities' agencies and organizations.
- ✓ **Public Internet Access:** Community members will have high-speed, reliable access to the digital world to ensure everyone can benefit from the ever-growing resources and services available through the Internet.

Measuring Success:

- By 2027, Mid-Columbia Libraries will actively develop 75 strategic partnerships to link the public with the individuals, organizations, and resources to better support and meet strategic community needs.
- By 2027, at least half of open meeting room times or designated spaces will be booked with community resource presentations and information through partnerships.
- By 2027, 90% of community members and partners surveyed will agree and/or strongly agree their library plays an important role in:
 - Connecting individuals with services that meet their needs
 - Highlighting diverse community services
 - Providing quality public internet access and WiFi connectivity

ORGANIZATIONAL COMPETENCIES

Communication

- a. Mid-Columbia Libraries will develop processes and tools for effective internal communication to bridge communication gaps and create solution pathways.
- b. Mid-Columbia Libraries will create criteria to evaluate the effectiveness of marketing and public relations activities and their focus on the priorities of the strategic plan.
- c. Mid-Columbia Libraries will produce content about its services and policies in languages used by community members.

Diversity, Equity, and Inclusion

- a. Mid-Columbia Libraries will prioritize diversity and inclusion in the implementation of the library strategic plan.
- b. Mid-Columbia Libraries will identify, develop, and implement initiatives, services, and business practices to create a more diverse, equitable, and inclusive organization.
- c. Mid-Columbia Libraries will create an equity and social justice statement.

Finance

- a. Mid-Columbia Libraries will establish a process for the allocation and reallocation of library funds in accordance with the operational and capital priorities of the strategic plan.

Fundraising

- a. Mid-Columbia Libraries will create a fundraising plan directed toward the priorities of the strategic plan.

Organizational Structure

- a. Mid-Columbia Libraries will develop organizational, team, and committee structures and will define roles and responsibilities to support the delivery of services envisioned by new strategic goals, objectives, and priorities.
- b. Mid-Columbia Libraries will develop a matrix for empowered decision making by all staff.

Measurement and Evaluation

- a. Mid-Columbia Libraries will develop a comprehensive list of data elements collected by staff and how those data elements are used, measured, and evaluated.
- b. Mid-Columbia Libraries will develop a plan to collect all the data needed to evaluate and report regularly on progress on the objectives identified in the strategic plan.

Partnerships

- a. Mid-Columbia Libraries will develop and maintain a comprehensive, strategically focused, and accurate list of all organizations and agencies with which it has formal and informal partnerships.
- b. Mid-Columbia Libraries will create a clear process to determine whether or not to partner with an organization or agency and in the evaluation of assessing existing partnerships.
- c. Mid-Columbia Libraries will forge relationships with and seek the participation of marginalized and underrepresented communities.

Policies

- a. Mid-Columbia Libraries will evaluate library policies, procedures, and guidelines for adjustments and edits to support DEI efforts and the new goals and objectives of the strategic plan.
- b. Mid-Columbia Libraries will develop a regular policy review process and timeline.

Training and Staff Development

- a. Mid-Columbia Libraries will create a training structure and plan to support the training and development of staff in the strategic focus areas of Literacy, Enrichment, and Connection and their corresponding activities.
- b. Mid-Columbia Libraries will develop initiatives to support relationship building and the Healthy Workplace Policy.

- c. Mid-Columbia Libraries will develop a comprehensive continuing education plan to address the needs of all staff in all classifications.
- d. Mid-Columbia Libraries will develop definitions, examples, and trainings on the external and internal expressions of the Quality Standards and Core Values of Librarianship.
- e. Mid-Columbia Libraries will require Diversity, Equity, and Inclusion training for MCL staff, administrators, Board of Trustees, and Friends of the Library volunteers.
- f. Mid-Columbia Libraries will develop information about service priorities and the library's strategic plan and incorporate these into its new employee orientation.