

GREAT EXPECTATIONS

A Novel Approach to Tigard's Future



Tigard Public Library

STRATEGIC PLAN

2010–2015



TIGARD PUBLIC LIBRARY
Serving the public since 1963

13500 SW Hall Blvd., Tigard, OR 97223
503-684-6537 • www.tigard-or.gov/library

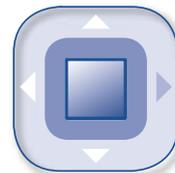




Table OF Contents

Letter to the Tigard Community	1
Introduction	2
Tigard Library Values, Mission Statement and Principles	4
Service Responses & Strategic Planning Committee	5
Know Your Community	6
Connect to the Online World	7
Stimulate Imagination.....	8
Learn to Read and Write	9
The Tigard Library... Graphically Speaking	10





Letter TO THE

Tigard Community

APRIL 2010



Although this Strategic Plan is entitled *Great Expectations: A Novel Approach to Tigard's Future*, it also reflects the title of another Dickens' work: *A Tale of Two Cities*. This plan seeks to meld the two cities of Tigard — the Tigard of yesterday, with its rural, neighbor-helping-neighbor tradition, and the Tigard of tomorrow whose residents will be poised to contribute to a multi-faceted future. That future will depend on an educated work force that is fluent in new technologies.

The Library is an important link in joining together these two Tigards. Community is created by neighbors helping neighbors. The Library's mission is to provide programs and services to develop educated, well-rounded citizens. This Strategic Plan spells out how the Library will enhance the community by providing a place for residents to learn, read, discuss and create.

A key goal of the last Strategic Plan was to establish the library as a community gathering place. By promoting the use of its meeting rooms, encouraging displays of all kinds from community members and organizations, and creating comfortable spaces to read, research and write, the Library has succeeded in becoming a focal point for community activities.

Great Expectations will further that focus. Priorities for the next five years will include emphasizing partnerships with community organizations; reaching out to those who do not currently use the Library, and expanding our knowledge about the many cultures that enrich our community.

Above all, the Library aspires to prepare Tigard residents for a bright future. During the next five years, technological innovations will continue at a rapid rate. A key goal of the Library is to help people become familiar with new technologies. Whether for career advancement or to communicate better with our families, keeping abreast of new technologies will be critical for Americans to compete in the world market. The Library is the ideal place to make these technologies accessible to all — a key component in the 2010–2015 Strategic Plan.

The essence of this plan can be summed up in four words: community, technology, imagination and literacy. Because many citizens were involved in developing this plan, we believe the results reflect community wants and needs. We hope you, too, will be pleased and welcome your feedback. We have great expectations for the plan, the Library and the Tigard community in the years ahead.

Sincerely,

- ▶ David Burke, Chair ▶ Grace Amos ▶ Scott Hancock ▶ Richard Heath
- ▶ Karen Levear ▶ Linda Monahan ▶ Cecilia Nguyen ▶ John Storhm
- ▶ Jennifer Vasicek

The Tigard Library Board



Introduction

TO THE Strategic Plan

When the last strategic plan was created in 2005, Tigard's Library building was less than a year old. The community relished the pastoral views, the bright, inviting children's area, the serene Houghton Reading Room and especially the space. Room to spread out in a comfy chair and get lost in a book. Room for both the collection and the mind to grow.

A strategic plan is a map, a compass, a guidepost to the future. In 2005, the goals of the *Mapping the Future* Strategic Plan were aimed at positioning the Tigard Library as a centerpiece of the community. Emphasizing the need to provide and train library users on current technology, the Library has offered Wi-Fi service, Skype, downloadable audio books, digital books for e-readers and a variety of computer classes. In 2009, more than 1,000 people attended computer classes and the public computers logged more than 130,000 uses.

Another goal of *Mapping the Future* was to provide information about popular cultural and social trends and to provide opportunities for satisfying recreational experiences for all ages. Music, movies, author visits and story times are just a few of the programs that make the Tigard Library a desirable destination.

Participation in all Library programs has more than doubled from 13,000 in 2005–06 to more than 28,000 in 2009–10. From petting reptiles to events designed around popular books for teens, Library programs invite young people to become excited about reading, as well as prepare them for the technological challenges of the future. From heartrending memories of Holocaust survivors to the marimba beat of an all-woman musical group, adult programs delve into history, provide practical tips for everyday life and offer free entertainment for a moment's escape from a challenging world.

Judging from the number of visits and the number of items checked out, Tigard loves its Library. In 2007–08, the Library surpassed one million checkouts for the first time. Since the implementation of *Mapping the Future* in 2005, the number of items checked out annually has increased 72 percent and the number of visitors is up 41 percent!





*“You should
come see us
because we’re
not what you
expect; we’re
more than you
expect.”*



Stephanie Winter
TECHNICAL SERVICES

Great Expectations: A Novel Approach to the Future

As the 2010–15 Strategic Plan was developed, Tigard was feeling the effects of the recession that had rocked the country. In those circumstances, naming a strategic plan *Great Expectations* might be considered overly optimistic. Yet, Library use continued to grow during the recession as people sought services and entertainment they could no longer afford when financially strapped. The purpose of *Great Expectations* is to:

- ▶ Expand the Library’s presence in the community
- ▶ Assist people in becoming fluent with emerging technologies
- ▶ Promote recreational reading, viewing and listening
- ▶ Improve literacy for all ages



The Plan seeks to educate members of the community who may be unaware of the Library’s relevance to their lives. Also, the Library will continue to demonstrate its progressive approach to helping people develop the technological skills needed in the workforce.

In the words of one Tigard Library staff member: “You should come see us because we’re not what you expect; we’re more than you expect.”
– Stephanie Winter, Technical Services



Philosophically Speaking

City of Tigard & Library Values

- ▶ **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.
- ▶ **RESPECT AND CARE.** If we're not treating everyone well, we're not making anyone feel at home.

Library Mission Statement

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

RESPECT a variety of viewpoints and opinions and make information about them available to the public to promote a healthy democracy.

ENCOURAGE library users to become comfortable in using information in a wide variety of formats and instruct them in using new technologies.

ASSIST patrons in finding the information they want in a useful format.

DEVELOP partnerships with the community to ensure that library services truly respond to the needs and desires of Tigard residents.





Planning Strategically

Service Responses

Great Expectations was developed with significant input from a group of citizens who met with Library Board members and staff in September and October 2009. At the first meeting, participants selected their top choices from a list of 18 possible Library Service Responses. Libraries throughout the country use these categories to develop their service priorities for their strategic plans.

Based on the citizen feedback, Library staff adapted four Service Responses. At the second meeting participants reviewed the proposals and provided feedback.

Staff then developed Goals, Objectives and Activities to further define the Strategic Plan. This document outlines those priorities for achieving those Great Expectations in the next five years.

The four service priorities are:

- ▶ Know Your Community
- ▶ Connect to the Online World
- ▶ Stimulate Imagination
- ▶ Learn To Read and Write

Strategic Plan Committee

- ▶ Patty Barker
- ▶ Mary Bogert
- ▶ David Burke, Library Board Member
- ▶ Joe Gehring
- ▶ Karan Hancock
- ▶ Scott Hancock, Library Board Member
- ▶ Richard Heath, Library Board Member
- ▶ Karen Levear, Library Board Member
- ▶ Megan Myers
- ▶ Cecilia Nguyen, Library Board Member
- ▶ Linda Saxton
- ▶ John Storhm, Library Board Member
- ▶ Dean Williams

STAFF

- ▶ Margaret Barnes
- ▶ Len Anderson
- ▶ Craig Carter
- ▶ Teresa Ferguson
- ▶ Louis Sears



SERVICE RESPONSE

Provide access to community resources and services. Create and foster partnerships with community organizations.



Know YOUR Community

Provide community resources and services.

GOAL 1:

- ▶ The Library will provide residents of Tigard with community resources and materials.

OBJECTIVE 1: Gather, update and promote community resources monthly in designated areas in the Library.

GOAL 2:

- ▶ The Library will foster partnerships with a variety of community organizations.

OBJECTIVE 1: Contact five additional community organizations each year to discuss partnering with them.

OBJECTIVE 2: Enhance relationships with new and existing partners.

OBJECTIVE 3: Increase joint programs with existing partners by ten percent annually.

GOAL 3:

- ▶ The Library will develop connections to groups who currently do not use the Library.

OBJECTIVE 1: Increase new card holders by five percent each year.

OBJECTIVE 2: Make presentations about library resources and services to five new groups in the community each year.

OBJECTIVE 3: Library collections will reflect the language diversity of our changing community.

GOAL 4:

- ▶ The Library will feature a variety of cultures, especially those that exist in Tigard, to enhance knowledge about traditions, customs, achievements, arts and philosophies.

OBJECTIVE 1: Highlight four different cultural heritages each year through programs, displays and/or other activities.



SERVICE RESPONSE

Provide services to enhance people's lives by featuring new technologies and making them accessible to all.



Connect TO THE Online World

Keep current with emerging technology.

GOAL 1:

- ▶ The Library will provide opportunities for patrons to learn and explore new and emerging technologies.

OBJECTIVE 1: Highlight two new or emerging technologies each year through programs and the Library's collection.

GOAL 2:

- ▶ The Library will use new technologies to enhance patrons' Library experience.

OBJECTIVE 1: Investigate six new technologies annually to enhance patrons' Library experience and keep Library resources current.

GOAL 3:

- ▶ The Library will create an engaging, interactive online presence to communicate with the public.

OBJECTIVE 1: Increase by three percent per year the number of surveyed patrons who say they use Library-sponsored interactive media.

OBJECTIVE 2: Create or enhance interactive features semi-annually.

GOAL 4:

- ▶ The Library will provide opportunities for the residents of Tigard to learn to use online databases and the Internet to meet their informational and recreational needs.

OBJECTIVE 1: Provide at least three classes per year that incorporate online database instruction.

OBJECTIVE 2: Provide at least three classes or programs per year about using the Internet.

GOAL 5:

- ▶ The Library will provide programs to make Boomers skilled and confident in using the Internet and web-based applications in order to meet their informational, recreational and self-sufficiency needs.

OBJECTIVE 1: Provide four programs specific to Boomers annually at the library.

OBJECTIVE 2: Provide two programs specific to Boomers annually in the community.



SERVICE RESPONSE

Encourage people to use the library to find materials for leisure or recreation.

Assist them in finding the materials they want and introduce them to new recreational outlets.



Stimulate Imagination

Promote reading, viewing and listening for pleasure.

GOAL 1:

▶ The residents of Tigard will have materials and programs that excite their imagination and provide pleasurable reading, viewing and listening experiences.

OBJECTIVE 1: Provide twelve additional programs annually for children, teens and/or adults that excite patrons' imaginations.

OBJECTIVE 2: Increase the number of items checked out by 25 percent over the next five years.

GOAL 2:

▶ The residents of Tigard will have access to current and popular materials in a variety of formats to meet their leisure and recreational needs in a timely manner.

OBJECTIVE 1: Strive for the Oregon Library Assn. Standard rating of "excellent" for the ratio of the size of total collection to service population.

OBJECTIVE 2: Maintain a minimum annual turnover rate of at least 80 percent of items that circulate.

GOAL 3:

▶ Identify those who currently do not use the Library and promote the variety of popular leisure materials available.

OBJECTIVE 1: Identify two groups per year who currently do not use the Library and provide outreach and activities.

GOAL 4:

▶ Using outreach services, residents of Tigard will have current and popular leisure materials available in a variety of formats.

OBJECTIVE 1: Investigate and implement three activities annually to provide materials to residents offsite.

OBJECTIVE 2: Increase visits to Tigard Public Library's webpage by two percent annually.

GOAL 5:

▶ The Library will provide materials, classes and programming designed to facilitate lifelong learning for all the people of Tigard.

OBJECTIVE 1: Develop and implement quarterly lecture/conversation series.

OBJECTIVE 2: Implement 12 lifelong learning displays per year for children, teens and adults.

OBJECTIVE 3: Develop and offer eight lifelong learning classes/programs per year.

Learn TO Read AND Write

SERVICE RESPONSE

Support those who want to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, students, community members and workers.



Improve adult, teen and family literacy.

GOAL 1:

- ▶ The Library will develop and expand its collaboration with schools in the community.

OBJECTIVE 1: Maintain an ongoing liaison program with area schools.

OBJECTIVE 2: Develop ways to assist students in expanding their research and preparation skills.

GOAL 2:

- ▶ The Library will provide a learning environment to help the people of Tigard reach their personal literacy and educational goals.

OBJECTIVE 1: Provide three English as a Second Language (ESL) classes or programs per year.

OBJECTIVE 1: Provide three classes or programs per year to help teens and adults achieve their educational goals.

OBJECTIVE 2: Develop three new methods each year to help adults achieve their literacy goals.

GOAL 3:

- ▶ The Library will be a place for the community to find assistance for research and assignments.

OBJECTIVE 1: Increase the percentage of reference, research and assignment questions that are answered to the patrons' satisfaction.

GOAL 4:

- ▶ School-aged youth will find materials and programming to assist with their educational success.

OBJECTIVE 1: Provide ten programs annually that instruct pre-K to 6th grade students, parents or caregivers about using online resources.

OBJECTIVE 2: Provide annual programs for homeschoolers and other interested families.

GOAL 5:

- ▶ The Library offers materials, programs and services designed to encourage pre-school children to enter school ready to read, write and listen.

OBJECTIVE 1: Offer four early literacy programs to parents and caregivers annually.

OBJECTIVE 2: Present two programs or performances annually especially for children age six and under, distinct from the numerous story times currently offered.

Graphically Speaking

