

Warrenton Community Library Goal Setting 2022-23



1. Provide an excellent facility.

- a. Offer a well maintained, accessible, and up to date interior.
- b. Improve safety and accessibility—analyze exterior and interior lighting needs; identify required fixes; complete work to fix issues.
- c. Identify possible changes of layout and use of space
- d. Get a new street sign
- e. Consistent gardening and cleaning of premises

2. Increase community awareness of library offerings.

- a. Develop a comprehensive, consistent, and unified marketing presence in the community.
- b. Evaluate and upgrade the Library's logo
- c. Increase the library's visibility at local activities
- d. Ensure community members understand how to access library programs and services.

3. The library is a center of collaborative education in the community.

- a. Develop strategic partnerships with Warrenton-Hammond School District to support student learning
- b. Engage with community expertise. (engage local experts to provide education lectures or lead skillshares at least 3X per year; identify area colleges, universities and businesses and investigate partnership opportunities.)
- c. Provide lifelong learning opportunities with educational, cultural, and recreational programs for all ages (Host at least 3 joint educational events with other Warrenton organizations annually; Host at least 4 educational programs for children annually; staff will meet at least once with area daycares and or preschools to identify opportunities for collaboration and support.
- d. Continue to expand and publicize the Library of Things collection
- e. Offer hands-on training on circulating objects and other emerging technologies.
- f. Develop programs and services to encourage a culture of diversity and community cohesion (offer at least one program annually that focuses on an ethnic group in Clatsop County, preferably in collaboration with area organizations; establish best practices to ensure that in-library book displays and booklist handouts are diverse.)

Goals for the Warrenton Community Library

March 2022

Kelsey Balensifer

1. Create a first-rate library user experience.

IDEAS:

- Provide ongoing training opportunities for Library staff & volunteers.
- Continue upgrading library technology & services, including computers and the website, for ease of patron use.
- Update the library collection on a regular basis to fit the wants and needs of our community.

2. Foster connection and learning opportunities.

IDEAS:

- Cultivate a welcoming environment for all library patrons.
- Offer programming and experiences that enrich lives, expand minds and strengthen community.
- Establish a library presence at other events and outside engagements.

3. Build a bigger, brighter future for the library.

- Advocate for the five-year local option levy that funds library operations.
- Develop a healthy relationship with the Friends Group.
- Craft a vision for a permanent library location.

March 1, 2022

Thoughts on a Strategic Plan for the Warrenton Community Library

Eileen Purcell and Karyn Grass

As the Board of Directors proposes a strategic plan, it is critical to those of us who are new to the Board to first clarify the roles of the various entities involved with the Library:

- 1) Warrenton Hammond School District (WHSD); i.e., what are the beginning/end dates of lease, responsibility for facility repairs/upgrades; monthly rent; who has responsibility for taxes/insurance; what is the Library's square footage

- 2) Friends of the Library, such as applying for needed 501©3 tax status

- 3) Board of Directors, such as developing a strategic plan

- 4) City of Warrenton, such as staffing, staffing oversight, financial oversight; budgeting issues; technical support (?)

- 5) Library staff; such as programs; community outreach.

Is a Strategic Plan the purview of only the Board or of all of the above entities? Will it be the Board's responsibility to monitor implementation of the Strategic Plan and measure its success? Would the City be amenable to a survey of residents to find out what they want in a library and would they support expansion of the current library? Who owns the Seaside and Astoria Libraries?

To prepare a plan, the Board will need much additional information such as the information listed below. How do we collect all that is needed without overwhelming the Library staff?

- Demographics of the community;
- Demographics of the current users;
- Taxing and bond issues;
- Competing/complementary services;
- History of the Library, not only timeline, but also growth through the years;
- Data such as number of active card holders and number of physical items, cardholder wireless usage;
- List of community/teen/adult programs;
- Budget for promotion of a strategic plan; i.e., community meetings; publication costs;

We believe that all of the above questions are important, but, having said that, we do believe that if the answers to the above questions point us in the direction of growth, then the main focus of a Strategic Plan for the Warrenton Community Library should be locating and moving to a new, better facility.