

# 2006-2008 STRATEGIC PLAN

APPROVED BY FVRL BOARD OF TRUSTEES AUGUST 2005

## GOAL I: INFORMATION LITERACY

**People who access the library seeking information get answers, materials or referrals to answer their questions, and/or assistance to find, evaluate, and use information themselves.**

### Objective 1

At least eighty percent of library catalog users by January 2007 report that they are comfortable using the basic functions of Sirsi's user interface and online catalog.

*Activities: We will train staff this summer and fall, and then the public. We'll produce appropriate print and electronic guides to assist the public in using the catalog. We'll conduct a user survey in January 2007 to measure our success in teaching the public to use Sirsi.*

### Objective 2

Increase by 15 percent by July 2008 the number of library users who report that their information needs were satisfied during an in-person interaction.

*Activities: We'll provide training to help staff improve customer satisfaction. Public service staff will be trained in current public service techniques such as "roving reference," effective information interview techniques, and print reference tools. Technology for roving reference will be evaluated and acquired as necessary. We'll conduct surveys at the beginning (April 2006) and end (July 2008) to measure success.*

### Objective 3

Increase by 15 percent by July 2008 the number of library users who report that their information needs were satisfied when using library-provided electronic resources.

*Activities: This is primarily a training activity. Staff will be trained in the use of FVRL's electronic resources, and to assist patrons. Surveying will be done at the beginning (July 2006) and end (July 2008) to measure success.*

### Objective 4

Improve and extend information literacy offerings for seniors by January 2009.

*Activities: To meet this objective, staff will enhance the computer classes for seniors at Vancouver Community Library, develop staff guides to assist seniors with their information needs, and improve the usability of library Web pages and building signage.*

## **GOAL II: LIBRARY BUILDINGS**

**District residents have appropriate library facilities that meet their needs for study, reading, community gathering, print resources, programs, and access to electronic materials.**

### **Objective 1**

Secure funding by the end of 2005 for new and renovated libraries within the City of Vancouver, and for the Processing Center.

*Activities: We'll work on the information side of the November bond election effort and provide a link to the Citizens for Better Libraries political action committee.*

### **Objective 2**

Secure funding by March 2008 for a new Battle Ground area library.

*Activities: We'll provide staff support as necessary to the Friends of the Battle Ground Community Library in support of their fundraising efforts.*

### **Objective 3**

Develop a template by mid-2006 for planning new and renovated library buildings.

*Activities: We'll identify and document existing building standards and revise and create new standards as necessary.*

### **Objective 4**

Formalize a core-collection framework by June 2006 for new and expanded buildings.

*Activities: We'll identify and document district collection standards and create a collection plan for each branch.*

## **GOAL III: EARLY LEARNING**

**Parents and caregivers have enhanced knowledge and resources to support early learning for children in their first five years.**

### **Objective 1**

Provide "Hello, Baby!" bags within six months of a child's birth to 60 percent of families with new babies in the District, by December 2006.

*Activities: FVRL will disseminate bags through a wide variety of distribution points. We'll also work on securing continued funding through the Foundation and other sources.*

### **Objective 2**

Provide all branches with a core collection that supports early learning by December 2006.

*Activities: We'll identify a core early learning collection and acquire titles as needed for each branch.*

### **Objective 3**

Increase the number of parents/caregivers who attend 2007 early learning programs by 20 percent over 2006 attendance.

*Activities: We'll identify additional locations outside the library for early learning programs, and promote them to the community.*

### **Objective 4**

Increase by 30 percent the number of trainings for parents and childcare providers by January 2008.

*Activities: We'll train staff to provide "Every Child Ready to Read" training, conduct training sessions for parents and caregivers, and promote the training in communities.*

## **GOAL IV: VALUE-ADDING RESOURCES**

**Community groups and individuals receive value-adding resources to enhance their understanding of current events and to meet their informational and general reading needs.**

### **Objective 1**

Provide users of FVRL electronic services with access to content that fully capitalizes on the capabilities of Sirsi and other FVRL technologies by the end of 2007.

*Activities: We'll increase the public's ability to access integrated electronic resources, and develop at least four content areas using Sirsi's "Rooms" product. This means gathering together links to electronic content from a wide variety of sources in a format that is intuitively useful to patrons.*

### **Objective 2**

Provide print and/or electronic "calling cards" to at least 10 targeted groups, organizations, government agencies, etc. by January 2007, to introduce them to resources geared to their group's needs.

*Activities: We'll create a template for the calling cards (lists of FVRL resources targeted to a specific group's information needs), and promote their use by staff.*

## GOAL V: COMMONS

**Community members have opportunities to interact and participate in public discourse.**

### **Objective 1**

Hold one program designed to build public discourse by March 2006 on a topic of shared community importance; and hold at least two more multi-branch programs by December 2008.

*Activities: We'll implement the public side of the Making Democracy Work program in late 2005 and 2006. We'll then identify and conduct at least one new multi-branch program or program series by the end of 2007 and one more by the end of 2008. We will explore the one-community, one-book program as a possibility for our 2007 and 2008 efforts.*

### **Objective 2**

Increase by 25 percent by December 2008 the number of programs and/or meetings hosted by the library that bring people together to address local community issues.

*Activities: We will establish a baseline of programs and meetings in 2006 and work within local communities to increase the number of programs and/or meetings during 2007 and 2008. We will work with local groups and organizations to make the library available to the community. Examples of the types of programs and meetings covered in this objective include: forums sponsored by the library, meetings of local service providers hosted by the library, and the use of meeting rooms for community forums organized by other groups .*