Scappoose Public Library Strategic Range Plan 2021-2025

Introduction: Scappoose Public Library District's 2021-2025 Strategic Plan was created by library staff and the library board with input from the Scappoose community and stakeholders. The overall objective of this plan is to anticipate the current and future needs of the Scappoose Public Library and to define priorities that will allow the library to flourish as a center for activity and learning. The library's goal is to be an integral part of the community, its residents, and activities; to provide residents with the best available tools and resources to learn new skills and pursue new interests; and to contribute positively to the community quality of life. This strategic plan puts into writing goals, steps, and strategies the library will use to achieve that goal.

Mission Statement of the Scappoose Public Library: The purpose of the Scappoose Public Library District is to serve the informational, educational, cultural and recreational needs of the community in a welcoming environment

About the Library: The Scappoose Public Library District is a special district located in and around Scappoose, Oregon, a small town outside of Portland, Oregon. The library facility is located in a building constructed in 1985 meant to appear to be a historic house in Heritage Park. The facility is 11,000 square feet and contains public areas, physical collections, and a public meeting room. The library collection consists of over 35,000 physical items and 131,000 digital items. The library also has a collection of STEAM kits for children and a Library of Things for adults. In the 2019-2020 fiscal year, the library circulated over 71,000 items (physical and digital) and had hundreds of programs for children and adults.

About the Community: The Scappoose Public Library serves 14,235 residents in its special district. The community has a higher median income and is less racially diverse than the state of Oregon. About 29% of the residents are families with minor children, similar to the Oregon average. 25% of residents have a bachelor's degree or higher compared with 33% for the Oregon average.

Service Priorities, Goals, and Objectives

Core Collections and Services:

Goal: Continue to enhance library collections and services for the personal enjoyment, education, and enrichment for patrons of all ages

Action Steps

1. Expand physical collections based on community needs (ongoing)
    a. Include household tools including sewing machines, cordless tools, etc. (2021)
    b. Expand Steam kit offerings (ongoing)
    c. Use community survey to determine area of focus.(2021)
2. Provide more helpful reader's advisory (2021)
    a. Explore online tools for reader's advisory
    b. Direct patrons to sources like Goodreads and other sources for suggestions on what to read next
3. Evaluate collections regularly for popularity, value, and timeliness.
    a. Weed collections semi-annually (at a minimum) based on use
    b. Analyze collections semi-annually (at a minimum) for accuracy of information and outdatedness.
    c. Add new collections based on community needs (ongoing)
4. Explore online technology to enhance services (ongoing)
    a. Purchase new technology that the community can use
5. Provide regular delivery between our partner library St. Helens and Scappoose (2021)

Programming

Goal: To provide a diverse range of programs for all age levels that promotes understanding and community engagement

Action Steps:
1. Partner with community organizations on annual events and festivals. (ongoing)
    a. Be the center of community activities
    b. Provide events for the entire community in the library facility and Heritage Park (ongoing)
2. Provide reading centered programming during summer school break. (ongoing)
3. Provide space for self-run groups to meet in the library (gaming, crafts, etc.) (2022 or sooner and ongoing)
4. Create passive activities for children so they can participate around their schedule (ongoing)
5. Partner with community organizations and non-profits to offer programs that foster a connection to the community.

     a. Provide public art space for children and community artists (2023)
     b. Develop regular programming around the new library kitchen (2022 or sooner)
     c. Provide more "how to" programs (2022)
     d. Provide programs in gardening, food growing (2022)

Community Outreach and Engagement

Goal: To provide awareness in the community of library programs and services and provide for and engage the neediest in our community.

Action steps:

1. Connect with community social resources to provide services to our neediest patrons. (2022)
   a. Provide regular programs with local social workers.
   b. Provide referral service for Scappoose for social services.
2. Develop a comprehensive social media/marketing plan. (2022)
3. Begin a Little Free Library program on the library grounds (2021)
4. Perform an annual community survey to determine community needs (annual)
5. Continuously evaluate services and programs to assure they are wanted and meet community needs. (ongoing)
6. Continue free food distribution (ongoing)
   a. Maintain being a source for free produce and other wholesome food
7. Investigate a temporary library card. (2023)
8. Make connections with local teachers to support educational needs. (2022)
9. Engage Friends of Scappoose Library to provide financial support to projects outside of the library facility that the library supports. (2022)

Facilities/Technology

Goal: Provide community and staff with the appropriate physical environment and technology to serve their current and future needs

Action Steps

1. Improve physical appearance of the library (2021 – 2025)
   a. Add handicapped accessible doors to the meeting room. (DONE)
   b. Redesign children's alcove to make it more inviting and functional for children (DONE)
   c. Redo Children's Area mural to make it more appealing while retaining children's library name.
   d. Remodel library entry to make it more modern and appealing. (2024)
   e. Reinvent Teen Room for more use by library patrons. (2024)
   f. Develop better signage inside and outside the library. (2022 ongoing)
2. Develop an earthquake preparedness plan.(2022)
3. Plan for replacement of physical systems/furniture before failure. (ongoing)

4. Explore having technology for public to use (3D printer, editing station, etc.) (2022)
5. Create a more user friendly library website (2021)
   a. Replace software with more current product.

Fundraising

Goal: Provide for the Library's financial stability upon which the community depends on for essential library programs and support.

Action Steps
1. Increase cost of non-resident cards to more accurately reflect taxpayer cost (2021)
2. Increase meeting room rental fees to more market level rates (2022)
3. Pursue funding through grants (ongoing)
4. Pursue a 5 year levy (2022)
5. Pursue donations through an annual fundraising campaign. (2024)

Staff

Goal: To build and sustain a professional staff that is knowledgeable, customer focused, and prepared to lead the library in pursuit of its vision, mission, goals, and objectives

Action Steps

1. Provide external staff training in professional development (2021)
   a. Allow staff to attend professional training or events at least once a year
   b. Provide opportunities for staff to train online in areas related to job duties
2. Provide staff training in technology and emerging services
   a. Train staff in new technologies offered by the library (2021 and ongoing)
   b. Disseminate Tech Talk guides (2021 and ongoing)
3. Convert key staff positions to full time positions. (2023)
4. Provide staff with benefits and health care options to enhance staff retention. (2023)