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## **Annual Library Service Plan**

### Fiscal Year 2015-2016

#### **OVERVIEW:**

**Funding Breakdown:** The District and the Hermiston Public Library, through a Memorandum of Agreement, have a financial agreement to provide services to District patrons who reside within the Hermiston Library service area of support. Due to budgeting requirements this funding is co-mingled within the City's general funds and is non-distinguishable from funding provided by the City for all library operations. The Hermiston Public Library fully supports all of the Districts priorities encompassed within the Annual Library Service Plan and funds them equally with library priorities. Both the district and library have consistently maintained an equal service credo to all patrons who reside within our borders and pride ourselves in “the invisible service line” established by our cooperativeness over the years of our association.

**Goal Selection:** Working to ensure that all nine priorities of the Annual Library Service Plan are addressed yearly some have received, due to funding and outside emphasis, more emphasis than others. Given the opportunity by the Umatilla County Special Library District (UCSLD) Board to narrow the choice to three among the nine priorities, that while always addressed in the past, could use special emphasis this year, the board decided to increase our in depth development and emphasis on the priorities of Community Relations, Technology, and Friends/Volunteer Programs with special emphasis on rejuvenating our Friends. A short explanation of each choice is provided below:

**Community Relations:** The library is choosing to highlight our efforts to provide the community with accurate and useful information about the library, its programs and services, and its role as a community hub. We want to emphasize that the library belongs to the community and it has an important role in how we go forward.

**Technology:** While the number of patrons who use desktop computers at the library has dropped over the years the need for wifi access and online services continue to grow. The Hermiston Library will this year be emphasizing technology in the library and new methods to provide services to our community with increased online assets,

communicating with the public, training on new technologies, and access to improved equipment.

**Friends/Volunteers:** This was a priority last year but continues to need special attention for the very important Friends organization. Recruitment and active involvement of the membership continues to be low. By continuing to emphasize this priority Hermiston Library intends to redouble the efforts to promote Friends membership and increase the groups numbers and activities.

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**Vision Statement:** The Hermiston Public Library is a vital public resource that serves the community as a gateway to an expanding world of knowledge. The library is committed to a welcoming and safe environment for everyone. As a resource center, its professional and dedicated staff offers helpful services and access to technology. As a community center, it provides educational and cultural opportunities for lifelong learning.

**Hermiston Public Library Mission:** To provide the public, in a friendly and courteous manner, timely access to information and exposure to cultural events, for the purpose of learning, self-development or life enhancement.

### **1. Community Relations Program: Focused on establishing the library as a vital presence in the community.**

**Goal:** Cultivate community awareness, interest, and pride in library services, activities, and programs.

**Objective:**

- Through the use of the local media, advertising, webpage, social media, and other outlets, develop an increased level of community awareness of library programs and activities. Press releases, Facebook posting and other forms of promotion will be utilized for each major event at the library.
- Participate in or represented at community activities such as health fairs, speaking engagements, etc. to promote library activities and services, as manpower allows.
- Greater visibility with the City Council by having a liaison councilman.
- Provide speakers, radio interviews and announcements, in both English and Spanish, and any other opportunity for outreach in the community.

**Outcomes:**

- Increased attendance at all activities and events.
- Increased public awareness of program availability.
- Increased use of library services both in house and online.

**2. Technology: Focused on significantly increasing web presence and technology resources to provide rural community access to the internet, jobs, and skill learning.**

**Goal:** Provide the most technology and services that are the most current and widely available to patrons as budget constraints allow.

**Objective:**

- Provide public access to computers, the internet, and specialized databases both in the library and to remote users utilizing the most current hardware and software available to the library.
- Maintain library internet webpage as current and user friendly as possible with current technology.
- Develop and maintain social media resources to improve patron access to library services and information.
- Hold quarterly events to help patrons with the variety of online assets offered by the library for their personal devices.
- Continue to add online assets for library patrons on a yearly basis.

**Outcomes:**

- Increased patron satisfaction.
- Increased availability of expensive resources (i.e. unabridged audio books and other services through Library2Go).
- Retain library relevance in an increasingly digital world.
- Expand means of communicating library services and programs through social media.

**3. Friends/Volunteer Program:** Focused on utilizing Friends of the Hermiston Public Library and volunteers as active and effective resources to assist with access, services, program delivery, fundraising efforts, publicity, and community relations.

**Goal:** Maximize library's ability to provide programs and services through effective use of Friends and volunteers.

**Objective:**

- Set new goals and objectives for the Friends.
- Assist the Friends in implementing a plan that increases active members by 10% over current numbers.
- Develop at minimum, two alternative fundraising activities that supplement or eliminate the annual book sale.
- Develop and implement a new approach to the management of the annual book sale that allows this major fundraiser to continue.

**Outcomes:**

- Increased active membership of Friends of the Hermiston Public Library.
- A positive image of the library is promoted to the community by the Friends.
- A valuable source of funds remains available for the library from the Friends.