

**2015-16 Annual Library Service Plan
Pendleton Public Library
May 20, 2015**

The goals and action plan from Pendleton Public Library's three year Strategic Plan were used to complete this report. The three UCSLD priorities selected were targeted by the planning committee when developing the strategic plan.

2. K-12 Youth Programs: Focused on establishing/maintaining a lifelong relationship between the youth and the public library and providing relevant services.

Partnerships:

- B. Continue relationships with Children's Museum of Eastern Oregon (CMEO), the Confederated Tribes of the Umatilla Indian Reservation (CTUIR), and the Pendleton Center for the Arts.
 - a. Interim Assistant Director will coordinate with CMEO to offer one joint program each year.
 - b. Interim Assistant Director will include take home packets with library card application for each child who attends a CTUIR field trip to the library beginning July 2014.

Outreach

- A. Improve communication of library services to the Spanish speaking community.
 - a. Interim Assistant Director will coordinate a celebration of El Dia de Los Ninos/Libros by arranging for a volunteer to present a bilingual story time each year.
 - b. Interim Assistant Director will contact the Migrant Farm Workers Summer Education program to introduce herself and explain the services the library has to offer by August 2015.

- B. Strengthen relationship between the public library and the Confederated Tribes of the Umatilla Indian Reservation (CTUIR) to involve their students in the programs provided by the library.
 - a. Interim Assistant Director will investigate the possibility of CTUIR Head Start making fall and spring field trips to the library beginning September 2016.
 - b. Interim Assistant Director will coordinate with CTUIR to take a program to the reservation in the fall and spring beginning September 2016.

- C. Continue building on programs and outreach to Pendleton School District 16R students
 - b. Interim Assistant Director and Volunteer Coordinator will continue to organize library card registration at annual open house/school registration events for each public school each fall.

Children's programming is the responsibility of the Interim Assistant Director, Jennifer Furuyama. Strong leadership is a prerequisite of a successful program and that is especially true of the programming for children. Program attendance numbers indicate that Jennifer has created excellent programs that are attractive to the children.

Our focus in 2015-16 will continue to be the building of partnerships with local non-profits who also serve children, notably the Children's Museum of Eastern Oregon, and the Pendleton Center for the Arts. We continue to partner with the Pendleton 16R School District and the CTUIR education department. By taking our services out, we reinforce the library's responsibility to bring the joy of reading and information literacy to all. Children often bring their parents to the library. Many of these parents have not used their library since their own school days. Family literacy and a stronger community are the results of a simple school visit by the librarian or a field trip to the library by the class.

The connections we began last year will be expanded in the coming year. We have grown from a 2nd grade reading club at two schools to a 2nd and 3rd grade reading clubs at those two schools. Next year, we have been invited to present reading clubs at another city school. The presentation is made in the classroom, but the book club meets at the library. A winning situation is produced for both the schools and the library. And, in the end, it is the children who benefit the most.

Summer Reading for children is largely funded by local donations. The OSL Ready to Read funds will be used for free books for children and the costs associated with producing the children's and teen's programs. Pendleton Friends of the Library also contribute funds for performers, prizes, and honoraria.

I am proud to say that the programming for children has been built slowly but steadily by an able leader who is always looking for fun ways to engage readers. It is rewarding to know that the children are having a great time, yet totally unaware that every activity is crafted to educate and assist in building the skills they need for school and life.

The time involved with building a stellar children's program is incredible. The District's funding makes this level of programming possible. In every aspect of the library, the staff makes the difference. As we all know, payroll is very expensive.

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

Library Service Management

- B. Assess the library's technology plan to align future growth and services with community priorities.
 - a. Interim Director, with input from the City Manager, PFOL, and City Finance Department, will prepare a budget reflecting the steps outlined during the

- technology plan process beginning January 2016.
- b. Interim Director will prepare a Capital Improvement Plan incorporating the suggestions of the technology plan beginning February 2016.
 - c. Interim Director and Interim Assistant Director will actively seek grants to fund the suggested changes suggested by the technology plan beginning March 2016.
- C. Expand training of reference staff to build on existing practices.
- b. Interim Assistant Director will coordinate reference staff technology training on in-service work days each year.

Marketing

- B. Continue to make effective use of social networking options to provide information, gain input from the community, and to promote communication between library users beginning September 2015.
- a. Interim Assistant Director and staff will prepare a monthly report of the use levels of the social media which the library uses to disseminate information beginning September 2015.
 - b. Technology staff will participate in online conferences regarding social media two times a year.

Having completed the EDGE Initiative's initial steps, staff will now focus on pulling the information together into a plan to guide future technology purchases and to create a program for staff training. This year will focus on the building of the plan.

Attendance in webinars and conferences will be a part of the staff training package. These are often expensive. This will also be included in the technology plan. We are currently working on a replacement for the plinkit website. While that will be completed before July, 2015, we will undoubtedly be refining and revising into FY16.

The above will require a large amount of staff time which is paid for by District funding. Three staff members will be involved with the above processes.

8. Friends/Volunteer Program: Focused on training and utilizing Friends and Volunteers as active and effective resources to assist with access, services, program delivery, fundraising efforts, publicity, and community relations.

Funding

- C. Facilitate ongoing use of Oregon Community Foundation (OCF) technical resources to build capacity within the Foundation Committee in the legal aspects of charitable giving.
- c. Interim Director and staff will re-evaluate the advertising plan in November of 2015 and 2016.
- D. Identify and plan new and effective fundraising events with the Foundation Committee.
- c. Interim Assistant Director will run one Children's Services Fundraiser per year.

As I said last year: Were I to have prioritized the numbers, this one would be number one. The costs of doing business continue to rise. Our major funding sources are basically flat-lined. We expect to see a rise in those sources as the economy turns around (we hope!). In the meantime, the only source we have to increase revenue is with our "other" funding and especially the Pendleton Friends of the Library Foundation.

The above still is true today. I am certain the PFOL Foundation will blossom in the coming year. The group is pulling together to work on the underpinnings of the Foundation. The Foundation committee formation should be firm in the next 3 to 4 months. Real progress will be made from then on. They know what needs to be done.

Staff will continue to suggest fundraising projects which will be fun yet not too difficult to present. PFOL funding is essential for technology upgrades, large purchases, and program assistance. We rely on them.

So concludes the Pendleton Public Library 2015-16 ALSP.

Once again, the tax funds distributed by the Library District are vital. Personnel expense is the Library's largest budget item. The library is reliant on staff to carry out the actions set forth in the strategic plan and in the daily functions in the library building. Together, we will build a literate citizenry that knows the joy of reading.

If there are questions, please do not hesitate to contact me.

Thank you so very much for your support,
Mary Finney

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