

Umatilla County Special Library District Plan 2016-2017

UCSLD's Vision:

To ensure that:

- Libraries within the District are seen as integral parts of the infrastructure and critical to the livability and economic development of their communities.
- Local governments are held accountable for high quality library services and programs.
- Libraries are equipped to provide 21st Century programs and services.

UCSLD's Mission:

To ensure the continuation and growth of public libraries in Umatilla County; by supporting our public libraries' ability to provide services, programs and continuing education opportunities for all. We believe libraries strengthen communities through individual, family, economic and community development.

Priorities

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

Goals and Objectives

- Develop marketing plan consisting of focused topics, target audiences, a calendar and a communication blueprint will be developed and implemented during the 2015-2016 fiscal year.
- Continue to hold two City/District library staff trainings annually.
- Update, enlarge and enhance the collection of Take Off! Early Literacy and Outreach program materials available to the childcare providers served and utilize the program in community awareness and marketing efforts for the District and libraries when possible.
- District Board members and/or District Coordinator to visit City Council meetings, City Library Board meetings, or civic and community events on a regular basis.
- The District will continue to explore and provide cooperative programs and services that strengthen the UCSLD libraries as well as the communities they serve.

Outcome: Increase recognition of the Umatilla County Special Library District's purpose and contributions to the public libraries and the communities they serve in the County by its member libraries, citizens and elected officials.

2. **Training Program:** Focused on identifying and providing specific training needed by staff, board and volunteers that will strengthen skills, services, and programs.

Goals and Objectives

- District Board members will attend at least one board training session each year.
- District staff members will each attend at least two Special District's Association of Oregon (SDAO) training sessions online and at least one other training during the each fiscal year.
- Governance training for City Library Boards and City Councils will be reviewed and options will be explored.

Outcome: District Board members and District staff will provide a brief verbal or written report about the training regarding what was learned and how it will be used in the workplace. Governance training will be developed. The District will continue to provide quality services and cooperative programs to the libraries and the communities they serve.

Goals - Long Term:

- Continuing education and training opportunities for the District Board members and staff will continue to be a priority thereby enhancing the services and programs the District provides.
- A form of governance training for City Library Boards and City Councils will take place and be well attended.

3. **Early Childhood Program:** Focused on early childhood literacy that gets children ready to learn.

Goals and Objectives

- Collaborate with UCSLD libraries to disseminate library information such as hours, services, summer reading, special holdings or events to parents and child care providers.
- Enhance the story times with big books and more feltboard stories and be able to model additional story time techniques and early literacy tips for parents and child care providers based on the Every Child Ready to Read practices.
- Provide more Spanish/bilingual titles in the rotating themed book boxes.
- Provide science, technology, engineering, art, and math(STEAM) rotating book boxes and supplemental activities.
- Explore options and work on a 2017 UCSLD Early Literacy Calendar to distribute to parents, child care sites and library patrons.

Outcome:

- Communication between the libraries and the Take Off! Early Literacy Outreach program will be more frequent allowing for increased publicity of the libraries, the hours, services, summer reading, special holdings or events to the childcare providers and parents.
- Specialized training for parents and childcare providers will include Every Child Ready to Read practices.
- Continue to serve as a prime resource for early literacy information and guidance by disseminating critical information via various multimedia means as well as print materials.
- Increased collaboration between community partners in order to maximize effectiveness of the common public goal of helping children become ready to read and learn.
- The early literacy calendar will be updated and printed for 2017.