



# Umatilla County Special Library District—Strategic Plan

## Mission—

The Umatilla County Special Library District works in partnership with our libraries to advance and make available excellent library services, programs and continuing education opportunities for all.

## Vision—

We believe libraries strengthen communities through individual, family, economic and community development. Libraries are integral parts of the infrastructure and critical to the livability and economic development of the region. The UCSLD is an essential partner with local governments to ensure the communities of Umatilla County have access to 21st century programs and services.

## Values—

Customer Focus—Communication—Leadership—Integrity—Teamwork—Growth—Creative Innovation—Flexibility

| Strategic Issues   | Goals   | 2018-19 Activities  |
|--|---|---|
| <p><b>How does the UCSLD leverage tax dollars to ensure the continuation of excellent, growing library services within the district?</b></p> | <p>The UCSLD seeks dynamic partnerships to enhance library services to residents of the district.</p> <p>The UCSLD invests in professional development to build the capacity of boards of directors, boards of trustees and all UCSLD and public libraries’ staff members.</p> <p>The UCSLD operates efficiently, effectively and within the laws of the State of Oregon and the approved policies of the UCSLD Board of Directors.</p> | <ul style="list-style-type: none"> <li>• Assessment of needs</li> <li>• Identifying potential partners</li> <li>• Review and update City/District agreements</li> <li>• Continuing RDA-related and other cataloging training</li> <li>• The UCSLD will provide in-service trainings for all library staff</li> <li>• During FY2019, will organize a training for the UCSLD library boards of trustees</li> <li>• The public and libraries’ staff members have access to early documents of the UCSLD through digitization efforts.</li> <li>• The policies of the UCSLD Board of Directors are reviewed and updated</li> <li>• The UCSLD has a new email exchange with a cloud-based server that allows sharing of documents, holding documents that all need to access and providing a back up of our important documents</li> <li>• The plan for a new courier car purchase will be ready to implement</li> </ul> |
| <p><b>How do populations in Umatilla County access library services?</b></p>   | <p>The UCSLD supports libraries’ outreach efforts, helping to provide accessible services to populations where they are.</p> <p>The UCSLD directly provides early childhood literacy outreach to children in Umatilla County.</p>   | <ul style="list-style-type: none"> <li>• Partner the Take Off! Program with libraries to provide programming that Take Off! has focused on in recent years</li> <li>• Storytime kits for libraries are created</li> <li>• An early childhood literacy meeting is planned with our libraries</li> <li>• Support our libraries’ outreach efforts</li> <li>• Partner with Umatilla County Early Childhood Educators to provide services to develop early literacy skills</li> <li>• Facilitate opportunities to encourage adults to read with children</li> <li>• Provide quality early literacy materials to the children served by the Take Off! Program</li> </ul>  |
| <p><b>How do more people learn about what services the UCSLD and member libraries offer?</b></p>   | <p>Residents of the UCSLD have access to centralized and increased communication avenues to increase their ability to participate in the services offered by the libraries.</p> <p>Library staff members have access to the information and support they need in order to reach more people with the library’s message.</p>   | <ul style="list-style-type: none"> <li>• The new strategic plan of the UCSLD is publicized</li> <li>• A marketing plan for the UCSLD and libraries is created</li> <li>• The UCSLD website provides increased communication of district events, projects and opportunities</li> <li>• Administer several UCSLD-wide projects - Friends of Libraries LSTA grant</li> <li>• A new cloud-based server is in place allowing sharing of documents for library staff</li> <li>• The UCSLD website provides increased communication of district events, projects and opportunities</li> </ul>  |