



# Strategic Plan 2021-2024

## **Lincoln County Library District Strategic Plan 2021-2024**

**Vision:** We envision collaborative and innovative library services that connect all the residents of Lincoln County.

**Mission:** The Lincoln County Library District provides leadership to assure equitable service and materials for the libraries and residents of the District.

### **Focus Area Priority #1 District As Connector**

**Goal #1** District residents will have improved access to library materials delivered to their local libraries.

#### **Objectives:**

1. The District will have a new courier van in service by June 30, 2021

#### **Activities:**

- a. Work with ORCPP for best deal.
- b. Order van
- c. Brand the van

2. A funding formula and intergovernmental agreements between LCLD and the cities will be in place by January 2023.

#### **Activities:**

- a. Create timeline
- b. Review possible funding formulas by March 31, 2021
- c. Create projections using possible funding formulas by May 31, 2021
- d. Present to library staff and city staff by September 30, 2021
- e. Adopt a formula and send estimates by December 31, 2021
- f. Intergovernmental Agreements with cities signed by June 30, 2022
- g. Reimbursements under new formula begin in December 2022

3. A shared integrated library system (ILS) for the District will be available to residents by June 30, 2024.

**Activities:**

- a. Write Library Services and Technology Act(LSTA) grant for ILS feasibility study
- b. Contract with consultant for ILS feasibility study
- c. Review findings of study
- d. Decide on best option and pursue
- e. Migrate and operationalize system.

4. LCLD will conduct a needs assessment with Lincoln County library staff to determine training needs by June 2022.

**Activities:**

- a. Review State Library of Oregon continuing education needs assessment as basis for LCLD needs assessment.

5. Ongoing discussions, based on the November 2020 Operations, Governance and Facilities Needs Assessment, will take place with the Library Commission of the City of Yachats through June 2023.

**Activities:**

- a. Make the District available for discussions with the Library Commission as requested.

## **Focus Area Priority #2 Marketing**

### **Goal #1:**

1. Lincoln County residents and policy makers will have a better awareness of library services available through the Lincoln County Library District and partner libraries.

**Objectives:**

1. Website usage will increase by 10% by December 31, 2021
2. LCLD will have a recognizable brand on all District materials and services.

**Activities:**

- a. Graphic designer will be retained to finalize logo, select colors & fonts, create templates for letterhead, business cards and other branded materials, and create a consistent style guide.

- b. Signage for courier van and office will be created and placed.
- c. Business cards will be created for District staff and Board members.

### Focus Area Priority #3 Lifelong Learning

**Goal #1** District residents will have access to county-wide library programs that foster lifelong learning

**Objectives:**

1. District residents will have the opportunity to participate in an “everyone reads” program in partnership with city libraries by June 2021.

**Activities:**

- a. Serve as fiscal agent for author program
- b. Coordinate publicity between libraries

2. LCLD will work with partner libraries to provide summer reading program for the children in Lincoln County by June 2021.

**Activities:**

- a. Coordinate planning cooperative summer activities with partner libraries
- b. Use funding from State Library of Oregon Ready to Read Grant for programming at all libraries.

3. LCLD will conduct a needs assessment with Lincoln County residents and libraries to determine the most effective approach to fostering lifelong learning June 2022.

**Activities:**

- a. Create and deploy community survey.
- b. Create programming based on survey results.