CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 3

MEETING DATE: Thursday, May 24, 2018
AGENDA ITEM #: 5.B.
ITEM: STRATEGIC PLAN ASSESSMENT & THE ROLE OF THE COMMISSION

RECOMMENDED ACTION:
No action required.
Strategic Vision and Goals

"...the pulse of our community. Working together, we spark imagination, fuel potential, and connect people with ideas and each other"

- The Library ensures easy, equitable access to library services for all Contra Costa County residents
- The library champions personal and community engagement in literacy and reading to enrich lives
- The library delivers a consistent, high-quality, and inviting experience at all points of contact
- The library successfully promotes its value, programs and opportunities to the community
Progress towards Goals

• **Goal 1:** The Library ensures easy, equitable access to library services for all Contra Costa County residents
  - Some libraries: New hours
  - Facilities refreshes, updates
  - Expand beyond library walls (outreach)
  - Library staff more present in communities

• **Goal 2:** The library champions personal and community engagement in literacy and reading to enrich lives
  - New computer access (Laptop lending)
  - New policies (Fine free cards for minors, patron conduct)
  - New Services (Career online high school, Readers Initiative, Kindergarten Readiness)
  - Measurement and Engagement Tools (Savannah)
Progress towards Goals

- **Goal 3:** The library delivers a consistent, high-quality, and inviting experience at all points of contact
  - Library staff more present in communities
  - New dedicated positions (Adult and Youth Services, Outreach, digital services, marketing)
  - Staff training (Staff Development Day, Customer Service, new managers)
  - New policies (Fine free cards for minors, patron conduct)
  - Catalog search enhancements

- **Goal 4:** The library successfully promotes its value, programs and opportunities to the community
  - Voice of the Customer feedback (customer survey)
  - Growing marketing presence
  - Expand beyond library walls (outreach)
  - New Merchandising (Lucky Day)
  - Measurement and Engagement Tools (Savannah)
Strategic Plan Alignment

The library champions personal and community engagement in literacy and reading to enrich lives.

The library promotes a continuous, high-quality, reader experience and places of contact.

The library provides programs, services, programs, partnerships, and opportunities to the community.

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