

STAFF REPORT

CITY OF YORBA LINDA

Library Department

DATE: JANUARY 19, 2010

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: MELINDA STEEP, LIBRARY DIRECTOR

SUBJECT: LIBRARY STRATEGIC PLAN 2010-2014

RECOMMENDATION

It is recommended that the City Council receive and file this report.

BACKGROUND

In order to plan for the future of the Yorba Linda Public Library, the Library commenced the strategic planning process. The purpose of the process was to engage the community in a discussion of how the Library can best meet the needs of the community and to realign Library services in response to those current needs. The methodology chosen for this project is the one recommended for libraries by the American Library Association.

Full participation in the process by the Yorba Linda Library Commission, the Friends of the Yorba Linda Public Library, the Library staff and a citizen-based Community Planning Committee (CPC) was essential. In the spring of 2009, the Library Commission appointed the eighteen-member CPC, which represented a broad cross-section of Yorba Linda residents (a complete roster is on page 4 of the Strategic Plan), to set service roles for the Library based on its analysis of community needs. A library consultant, Ruth Metz, was retained to help guide the process. Input was gathered from all of the above groups throughout the spring and summer of 2009. The general public was kept informed of and invited to participate in the process as well through press releases and an updated blog posted to the Library's website.

In a joint meeting on November 12th, 2009, the CPC and the Library Commission approved the final draft of the Strategic Plan.

DISCUSSION

The Yorba Linda Public Library Strategic Plan 2010-2014 is included as Attachment A.

After completing an analysis of and visioning exercise for the Yorba Linda community and reviewing statistical data on both Yorba Linda and the Library, the CPC evaluated eighteen service roles that public libraries provide to their communities. With input from the Library Commission, Friends of the Library and Library staff, the CPC narrowed down the service roles to prioritize the Library's mission and from the selected service roles developed the following five goals for the Yorba Linda Public Library:

- Goal 1: Visitors to the Library will enjoy a comfortable, functional, and inviting facility equipped with innovative technology.
- Goal 2: Library visitors will be able to connect to the online world, and Library users will be able to access online resources from anywhere at any time through a variety of technologies.
- Goal 3: Residents of all ages will find the resources, services, and programs to stimulate imagination, satisfy curiosity and enable the pursuit of life-long learning.
- Goal 4: Youth of all ages will enjoy Library resources, services and programs that will enable them to become better readers.
- Goal 5: School-age youth will have access to a variety of resources to succeed in school.

The goals are fully described on pages 8-10 of the Strategic Plan. Additionally, the planning process established a new Library Mission Statement (pg. 7), a set of Library Core Values (pg. 12) and four Organizational Initiatives (pgs. 11-12) to facilitate staff in the achievement of the goals.

The Strategic Plan is intended to be a flexible blueprint for Yorba Linda's City and Library leadership. It is also a point of reference for the Friends of the Library and any future fund-raising or advocacy group or Library Foundation. Library management will direct the use of Library resources to the stated priorities and goals. Likewise, the Friends of the Library and other advocacy groups can also orient their fund-raising and resource allocation accordingly. Throughout the five-year period, staff will monitor the measures, activities, and community and Library user feedback to make adjustments to meet changing needs and conditions.

The complete Strategic Plan will be made available to the public on the Library's website and in print for the public to borrow. A summary version in pamphlet form of the Strategic Plan will be designed and widely distributed.

COMMISSION REVIEW

The Yorba Linda Library Commission played a vital role and contributed valuable input throughout the entire strategic planning process. The Commission reviewed and

accepted the final draft of the Yorba Linda Public Library Strategic Plan 2010-2014 at the Community Planning Committee's meeting on November 12, 2009.


RECOMMENDATION

It is recommended that the City Council receive and file this report.

ATTACHMENTS

Attachment A: Yorba Linda Public Library Strategic Plan 2010-2014

Approved by:



Dave F. Adams
City Manager

Attachment A

On file in the City Clerk's Office