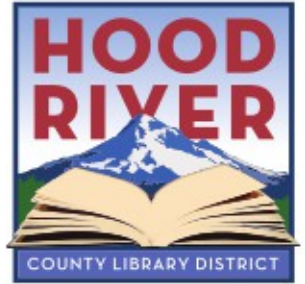


# Strategic Goals, 2012-2016

The Board of Directors, in consultation with MaryKay Dahlgreen, Program Manager for Library Development Services at the Oregon State Library, established the following strategic goals for the Hood River County Library District from January 2012 to June 2016.



## I. Promotion

- i. Promote the libraries' materials and services to the Hood River County community.
  - I. Create a promotion/marketing plan for the 2012-13 fiscal year and beyond. Target audiences shall include second grade students, Latino residents, young adults, seniors, and adult non-users of the libraries.
  - II. Merchandise library collections through displays and appealing placement.
- ii. Regularly celebrate the community's reopening of its libraries.
  - I. Have a Reopening Day celebration every year on or around July 1.

## II. Outreach

- i. Ensure that language is not a barrier to involvement with the libraries.
  - I. Hire a dedicated bilingual staff member.
  - II. Build Spanish language capacity on staff.
- ii. Reach out to specific audiences whom the libraries can help.
  - I. Staff, in cooperation with the Friends and Foundation, establish outreach activities for Latino residents, seniors, preschool children, and Odell residents.

## III. Involvement

- i. Build a collection and services that appeal to a diverse citizenry.
  - I. Maintain and grow the funding level of the collection development budget.
  - II. Increase focus on audiovisual and electronic materials.
- ii. Target collections and services that appeal to a diverse citizenry.
  - I. Dedicate significant portions of the collection development budget to specific populations, including young adults, children, and native Spanish speakers.
  - II. Create a young adult area in the Hood River Library.

## IV. Currency

- i. Build and maintain relevant and appropriately up-to-date collections and technology.
  - I. Weed and acquire updated materials for the adult and children's nonfiction collections.
  - II. Write a technology plan that incorporates technology replacement cycles and emerging technologies.

## V. Access

- i. Assure access to library locations based on community needs.
  - I. Balance open hours at all three locations with other community needs to optimize library quality.
  - II. Establish regular library service in Odell.

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## **VI. Community**

- i. Be an irreplaceable member of the community.
  - I. Establish library district memberships in local business and professional associations.
  - II. Develop partnerships with other community organizations and governmental agencies.
  - III. Staff actively go out into the community to present, participate in community organizations, and attend community events and meetings.

### ***Key performance measures***

These measures will be compared over the same periods on an annualized basis. Targets for the key performance measures will be established by the Board of Directors annually.

- Increased circulation and in-house use of materials.
- Increased use of library resources, including computers, wireless internet, and electronic resources.
- Increased programs and program attendance, both in and outside the libraries.
- Increased volunteers and volunteer hours.
- Addition and deletion of items by collection.

Approved by the Board of Directors, January 17, 2012