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JCLS STAFF VISION
Building on decades of excellence, librarians look ahead
A five-year look 2016 - 2021

Our libraries are a thread of daily connection for thousands of residents. They are the places where we’re all welcome to learn and flourish. The library is the free place where the constant and complex changes of life, from beginning to end, can be better understood through access to trusted information, from a safe place where public service shines.

The current JCLS five-year strategic plan expires at the end of the year. Since October we’ve met in every library with our Friends, patrons and many more to gain insights about the most pressing areas of focus and need for library services and resources. As staff we are very engaged in the process and in April we expect to present to the Library District Board of Directors strategies to achieve their 2016 – 2021 priority goals.

In these pages please find a synthesis of our internal conversations and perspective. Emphasizing staff experience and observation about the ever-changing landscape of information needs, we’re also grateful for the opportunity to serve friends, families and visitors throughout Jackson County.

ABOVE: L to R, Cindy Oldfield, Gold Hill branch manager, takes a pensive stance during staff discussions about strategic planning, while Brystan Strong, Medford branch library assistant, sees opportunities during the discussion through a playful lens.
Did you know?
More than 100 Jackson County Library staff members participated in the strategic planning process. Over 220 data points were collected from the engaging and focused professional discussions. Below is a text analysis of the most frequently used words and phrases when discussing four foundational questions listed above each word graphic. The size of the word font assigns frequency of occurrence. These word clouds are not displayed to infer actual sentiment analysis, but instead to give the reader a sense of the enthusiasm of needs, ideas and engagement in the discussion. It was lively! Please see page four for our overall findings.

Q. #1 How would you explain to someone the idea that libraries equal the idea of education?

Skills Bridge the School Funding Gap People with Resources Word Internet Access Library as Place Job Hunting Reading Arts Learn Space Computer Classes Literacy Life Local Variety Groups Teen Study

Q. #2 How could we provide better support for people who want to continue their self-directed education and learning?

Reach Connect Increase Mobile Devices Computer Classes Adult Literacy Patrons Books in Spanish Staff Train Workforce Books People Learn Check Computer Lab Tech Spaces for Kids Reading Loan Devices
**Strategic Planning**

Jackson County Libraries connect youth, adults, business and the elderly with focused library services and programming related to pressing civic and economic community issues. In this way, we develop the social and economic fibers that, at a pivotal time in history, weave together our communities and hail the public libraries as a place for everyone. Walking in or logging on, people can be met and supported right where they are.

Materials circulation, building use and library programming numbers clearly illustrate the way thousands of patrons interact with library services. The past and current staff who have built, and continue to build connections with people is why this system is thriving, trusted and community supported.

It cannot be overstated, too, that the Library District leadership has helped create a major vision through which the community continues to more deeply understand the societal imperative to provide access to technology, and tech related programming for all. Of course this is in part due to improved spaces in the fifteen spectacular facilities. But five new board members as elected stewards, are helping to lead a conversation with the entire county about why libraries matter more than ever. For leaders seeking to connect with their communities, the journey of the Jackson County Library District is a premier guide.

– Tammy Westergard, Library Director

**Q. #3** What plans should we make to enhance programs? Keeping in mind economic, social and technology trends.

**Q. #4** What plans should we make to improve ways to help people find information and conduct research?
In an economy where opportunities exist today in solving tomorrow’s problems and where
the key to success is learning how to learn for a lifetime, what better place than in Jackson County
libraries to provide access to 21st century tools and the information professionals who can assist people
in using them. The following synthesis reflects an annotated list of feedback from library staffers about
resources useful in helping leverage libraries as a place where everyone can level up their skills. To meet
people where they are on their journey as individuals, family members, citizens, workers and more.

**Access to technology, digital media and collaborative environments**
- state of the art computers
- state of the art software
- digital media training
- digital media production
- high tech for meeting rooms to accommodate virtual meetings

**Access to information**
- expanded resources in all formats and media to be an informed citizen
- expanded data base collections
- research services
- continue emphasis on the library buildings as connecting places for digital and physical information

**Access to business opportunity**
- support business and non-profit organizations to have what they need to start, grow and sustain
- provide opportunities for industry training, and exploration of career pathways
- support local employers with workforce training linked to area workforce training systems
- business competitor research
- understanding bigger market opportunities for emerging and existing businesses

**Access to life-long learning and academic programming**
- expanded book clubs
- language courses for all ages and all needs
- deep connections to classrooms to help students and teacher succeed
- more youth enrichment programs – with emphasis in science, technology, engineering, arts
  and mathematics (STEAM curriculum)
- digital arts connected to our performing arts
- games based learning

**Opportunities for guidance**
- create young readers with early literacy priorities
- adult, teen and family literacy support, and welcome space for new immigrants to get all the support
  necessary to be successful citizens
- help promote information literacy
- help with local history and genealogy endeavors
- ready reference from information professionals, fast facts and deep diving
- help with grant writing
- help with career counseling
- help with resume development
- centralized job postings
- sound referrals to other community based resources and support systems