Goal: Jackson County Library Services contribute to the economic vitality of our communities.

Objective: Educate for digital literacy and marketable workplace skills to improve prospects for employment.

1. Establish the role of Technology Associate by September 2016.

   The community wants the library to provide assistance with their digital devices and computers. Staff recommends the library establish the role of a Technology Associate. The Technology Associate would work with both the public and staff to expand their skills and confidence using technology at the library. The person or people in this role would connect with the public by having set hours in each branch and would also be available for scheduled appointments.

2. Create a long term Community Digital Literacy Plan by December 2016.

   Staff recommends that JCLS must create a long term Community Digital Literacy Plan to ensure resources are appropriately aligned to deliver best in class support to the people of Jackson County. The first step in this process will be to establish a new role – Community Digital Learning Strategist. The Community Digital Learning Strategist will be charged with the responsibility to consider the needs of all stakeholders in the plan.

3. Develop the framework to enable the Library to offer Career Online High School to the community in FY 17-18.

   The State of Oregon has one of the lowest graduation rates in the country. Staff recommends that the library district establish a plan offer Career Online High School to the community in FY 17-18. Career Online High School provides people age 19 and over to earn a high school diploma from an accredited high school.
Connect

Goal: Jackson County Libraries are open, thriving spaces where people link to the universe of possibilities that enrich their lives.

Objective: Customize hours, spaces, services and collections to meet community needs

1. Establish a phased plan to expand the hours the library is open by December 2016.

   The community was clear that they want the library to expand open hours. Staff recommends that a phased expansion plan be developed to increase library open hours by 45% within the next five years. The expansion plan will consider the needs of each library location and will be developed with community input, Gale Analytics, circulation statistics and other relevant data.

2. Evaluate the condition of the collection and move forward with a comprehensive collection maintenance program within FY 16-17.

   The library has a rich collection of materials but work must be done to ensure the collection meets the moving forward needs of Jackson County. Staff recommends that the library district establish a new position to focus on collection development. This position would be scoped for a professional librarian with experience in using collection analytic software. Once the Collection Development Librarian is in place the library will be in a position to develop a long term plan for collection maintenance.

Objective: Build public awareness and engagement through strategic marketing

1. Develop and implement comprehensive plans to raise the public’s awareness of the resources and services of the library by December 2016.

   The community provided consistent feedback that they do not know what the library does. Staff recommends that the library district establish a new position to advance the library’s message.
Learn

Goal: Jackson County Library Services advance Jackson County’s education priorities.

Objective: Provide information and tools needed for the academic success of students in public, private, homeschoools, trade schools and higher education.

1. Continue to align the library’s education workshops and resources with area public and private schools, and higher education institutions

   Jackson County educators are advancing 21st Century career pathways within their core curriculum. Staff recommends that the library continue to support this commitment through dedicated resources and programs. This strategy leverages the proposed Community Digital Literacy Strategist who will be the library district’s point person for education initiatives.

Objective: Support early learning to promote school readiness.

1. Expand the library’s outreach to childcare to include services delivered in both English and Spanish within FY 16-17.

   The library has an active outreach to childcare program that is primarily delivered through volunteers. Staff recommends that the staffing for this program be expanded to include a bilingual early education professional.