Through Jackson County libraries, individuals reach their potential and our communities thrive.

The 2016 – 2021 Jackson County Library District strategy for education priorities, thriving library spaces and contributions to Jackson County’s economic vitality.
“Libraries like all other institutions must grow and adapt to changing requirements and conditions. The rate of change in the world today and in our knowledge of it is incredibly fast. We cannot afford to let our libraries slip behind.”

- President John F. Kennedy, 1963

(President Kennedy laying out a general roadmap of continuous change for libraries, responding to the continuous change in our communities from the Treasury of Presidential Quotations compiled by Caroline Thomas Harnsberger for National Library Week.)
STRATEGIC PLANNING BEGAN WELL IN ADVANCE OF THE FINAL PLAN.
Last September the nationally recognized Deschutes Library System consultant, Margot Helphand, was engaged from Eugene to keep the process smooth and accountable.
Through Jackson County libraries individuals reach their potential and our communities thrive.

THIS WORK DEFINED A NEW FIVE YEAR MISSION:
The mission of the Jackson County Library District is to connect everyone to information, ideas and each other.
It also inspired a new vision that helps us “see” the new mission in action.

Through Jackson County Libraries individuals reach their potential and our communities thrive.
THE MISSION AND VISION FOCUS ON THREE SPECIFIC GOALS

LEARN

CONNECT

GROW
Jackson County Libraries are open, thriving spaces where people link to the universe of possibilities that enrich their lives.
Jackson County library services advance Jackson County’s education priorities.
Jackson County library services contribute to the economic vitality of our communities.
CONSIDER THESE GOALS COMBINED WITH STRATEGICALLY FOCUSED OBJECTIVES
The “connect” goal to ensure libraries are open thriving spaces where people link to the universe of possibilities that enrich their lives includes these objectives:

- Ensure that people of all ages, cultures and backgrounds find safe and welcoming spaces to connect with others and to engage in individual pursuits.
- Customize spaces, services and collections to meet community needs.
- Build public awareness and engagement through strategic marketing.
- Drive new models for improving information access and delivery.
The “learn” goal to advance Jackson County’s education priorities, includes these objectives:

- Help people develop the skills to search for, locate, evaluate and effectively use information to meet their needs.
- Support early learning to promote school readiness.
- Provide information and tools needed for the academic success of public, private, homeschooled, trade school and higher education students.
- Support personal growth.
The “grow” goal to contribute to the economic vitality of our communities includes these objectives:

- Emphasize 21st century understanding of information, financial and health literacies in library programs.
- Educate for digital literacy and marketable workplace skills to improve prospects for employment.
- Leverage partnerships to develop and promote job growth and business success.
Connecting through open, thriving spaces sometimes looks like this.....

Medford Branch Manager, Laura Kimberly with a young student.

Excellent customer service.
JCLS’s Eric Molinsky (standing) helping a patron within the elegant and aspirational spaces of the Medford Branch library. Cultural exhibits, the stacks, elegant seating conducive to learning combine to provide access to cultural and civic life!
And creates comfort and engagement that looks like this .....
Advancing education priorities, sometimes looks like this.....

Above, RCC students at the Medford library engaged in semester work!

Left, County Manager Danny Jordan with his Economic Advisory Group participating in the strategic planning process focus group session discussing the need for workforce training.
Partnership meeting with Jackson County’s School District 9 staff and JCLS Library Director, Tammy Westergard.

Aspirational conversations have emerged into real opportunity. Westergard provided the D-9 staff with Milton Chen’s latest book, *Education Nation*. Mr. Chen is the co-founder of the George Lucas Education Foundation and stands ready to lend support to D-9 partnership efforts.
and this.....

Strategic discussions during the Blue Ribbon Committee meetings. Note center, back is Medford School District’s Chief Academic Officer, Michelle Zundell at left. Below, is JCLS access services coordinator, Susan Bloom, presenting at the Public Library Association annual meeting in Denver (2016) as an authority regarding a web content management system – typical of 21st century learning environments.

Discussions included emphasis on summer reading partnerships with other youth serving groups, especially formal education; helping in classrooms during the school year; supporting home school students with quality out of school time workshops and helping Jackson County adults get industry credentials and high school diplomas.
We realize that learning *about* technology is vital because learning *with* technology is not an option ...... for anyone.

**21st Century Skills**

For Learning and Innovation:
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Communication and Collaboration

For Career and Life:
- Flexibility and Adaptability
- Initiative and Self-Direction
- Social and Cross-Cultural Skills
- Productivity and Accountability
- Leadership and Responsibility

“65% of today’s elementary aged students may end up doing work that has not been invented yet.”

-Mindshift.org
Contributing to Jackson County’s economic vitality, sometimes looks like this.....

Throngs of folks at the Medford Library’s large community meeting room eager to testify with the Oregon Health Authority, regarding changes in marijuana rules, that would have a profound impact on Jackson County’s 6,000 legal growers and distributors.
and this.....

responding nimbly with creativity and entrepreneurial spirit
and this - growing the system’s people power
As a center for knowledge and discovery the Jackson County Library District will facilitate connection, inspire learning and create opportunities to thrive.
Onward.