Old School} With the powerful support of the Butte Falls Friends of the Library the word got out about the Library District’s strategic planning process.

The meeting announcement, on an old-school sandwich board placed outside the library entrance days before the meeting, became covered with Post-It notes from folks who could not make the Oct. 15, 2015 date. They shared their dreams for library services with vigor. And 25+ folks did attend, filling the library space with standing room only!
# Table of Contents

**Primary Goal** 3

**Steps of the overall strategic planning process** 3

**Blue Ribbon Committee**
- The process methodology 4
- Blue Ribbon Committee's authority and role 4
- Work assignments 4
- Accessing online curriculum 5
- Committee deliverables 5
- Key dates 5-6
- Committee contact information 7

**General Information**
- About the demographic data and analytics 8
- Current strategic plan (attached)

**Other Information**
- About the library system 9
- Fast facts by branch (FY 15) 10-20
- Organizational chart 21
- Information about our Friends 22
- Information about our Foundation 22
**PRIMARY GOAL**

**Strategic Planning for 2016 - 2020:** Determine the Library District's long-term goals, develop vision and mission statements and identify goals and objectives in a strategic plan for Jackson County Library Services 2016 – 2020.

---

**OVERALL STRATEGIC PLANNING PROCESS STEPS**

**STEP 1:** Internally identify assumptions and audit our values.

**STEP 2:** Conduct comprehensive environmental scans through multiple community workshops, stakeholder focus groups, library data and statistics and demographic and market segmentation analysis. The information gathering and face-to-face feedback aims to:
- identify and review existing services
- identify strengths, weaknesses, opportunities and threats
- identify related organizations and possible collaborators

---

---

**ENVIRONMENTAL SCANNING**

“looking around”

Face-to-face Conversations

FACTORS

Evaluation of external environment
- Social
- Economic
- Technological
- Cultural
- Demographic

“self-study process”

Library Data and Statistics

Face-to-face Conversations

FACTORS

Evaluation of internal environment
- Customers (current & potential)
- Staff
- Services
- Systems
- Resources
- Current strategies

---

**STEP 3:** Create vision statement and mission statements

**STEP 4:** Develop long term goals and five-year objectives

**STEP 5:** Develop Action Plan
(Identify budget/resource requirements and adjust policies and procedures.)

**STEP 6:** Implementation

**STEP 7:** Evaluation
The process methodology

Built in two phases, a Strategic Plan for Jackson County Library Services (JCLS) includes in its first phase data collection, internal and external analysis and multiple community workshops and stakeholder focus group sessions. Phase I will result in collective statements of the District’s core values, mission, vision, and goals with a high degree of community buy-in. Phase II builds on this collective vision and develops a 5-year strategy with action steps, timelines, feedback loops and an annual review method.

A Blue Ribbon Committee (BRC) from a cross section of community leaders is helping drive the process and will deliver the final plan for Library District Board approval. An internal Library District Board steering committee (who are also members of the Blue Ribbon Committee) includes Library District Board members Maureen Swift and Carol Doty, JCLS Library Director, Tammy Westergard and Carrie Prechtel, Community & Digital Services Coordinator. Their role is to provide administrative support, tools and resources to the Blue Ribbon Committee and the successful completion of the many activities and outputs of the strategic planning process.

Additionally, the Library District has retained professional library consultant Margot Helphand to facilitate blue ribbon committee sessions, stakeholder focus groups and Library District study sessions. She will assist the BRC in identifying recommendations for service priorities, goals, and objectives and help identify current library operations, resources, facilities and staffing gaps.

Ms. Helphand offers the objective lens of a third party with recognized experience in positive community development related to public library services. As such, she will synthesize key findings and author the final document.

Blue Ribbon Committee members’ authority and role

The role of each member of the BRC is crucial to efficient and responsible strategic planning for library services. The authority of this committee rests from District Board Action on September 10, 2015 (5-0) approving the strategic plan steering committee work plan.

Your role is to examine how library resources may be deployed in terms of need, impact and library capacity. It is essential to understand the communities within which Jackson County libraries provide service based on the information and findings presented throughout the process.

The committee is tasked, then, to develop a vision and mission for Jackson County library services and recommend strategic long-term library service goals and recommend objectives for the period of 2016 – 2020.

Work assignments

VIRTUAL (!) Meeting preparation will be accomplished via information contained in a library developed website specifically for the strategic planning process. Opportunities to access all supporting material and community feedback, to communicate with the steering committee, the entire BRC and Margot Helphand are encouraged online. This makes it possible to participate at your convenience. Additionally, this site is a digital archive of the process. You will receive a link via e-mail November 2 with login instructions and we will begin communicating in this forum at that time in addition to communicating during our face-to-face meeting schedule. For those who prefer printed copies of material in addition to the
digital copies, and prefer additional communication methods those arrangements will also be made.

**Accessing online meeting material**
Research information and findings; BRC action items; to-do lists, deadlines and next steps will all be organized here. Browser based, the work can be accomplished anytime anywhere. It will be important to rely on this resource in order to be prepared for in person meetings and work sessions. The URL is: [http://jcls.libguides.com/sp_brc](http://jcls.libguides.com/sp_brc) you will get an email invite, as mentioned, on Nov. 2 and from there you will set up a login with your email and a password.

**Committee deliverables**
- Vision statement
- Mission statement
- Goals and objectives for 2016 – 2020
- One or more designated BRC committee members to attend the special meeting and present for adoption the JCLD 2016 – 2020 strategic plan 😊

**Key dates**
NOTE (!) For your convenience the BRC meeting dates are listed below with other important dates. It is highly recommended you participate in at least one community meeting and one focus group meeting. Unless otherwise indicated meetings are held at the Medford library.

**FEBRUARY, 2016**

1<sup>ST</sup> – **BLUE RIBBON COMMITTEE MEETING** – NOON – 2:00 P.M.  
(Will develop the vision statement)

22<sup>nd</sup> – **BLUE RIBBON COMMITTEE MEETING** - NOON – 2:00 P.M.  
(Will develop the mission statement)

22<sup>nd</sup> – Library District Board study session – 3:00 – 5:00 (analytics report and facilitated discussion regarding the vision and mission statements from the BRC)

**March, 2016**

10<sup>th</sup> – Library District Board meeting – approval of vision and mission statements – one or more BRC members to attend

14<sup>th</sup> – **BLUE RIBBON COMMITTEE MEETING** NOON – 2:00 P.M.  
(Will develop goals and objectives)

14<sup>th</sup> - Library District Board study session – 3:00 – 5:00 (facilitated discussion regarding the goals and objectives from the BRC)

**April, 2016**

11<sup>th</sup> – **BLUE RIBBON COMMITTEE MEETING** NOON – 2:00 P.M.  
(Presentation of draft of strategic planning document)

11<sup>th</sup> – Library District Board study session w/ Library District Budget Committee 3:00 – 5:00  
(facilitated discussion of draft of strategic planning document)

28<sup>th</sup> – Special meeting of Library District Board to approve 2016 – 2020 strategic plan and budget recommendation, one or more BRC members to attend
Focus Group Meetings
Facilitated by Margot Helphand these meetings are with representatives from more than 100 different organizations, institutions and community stakeholders throughout Jackson County. By special invitation attendees will participate on behalf of their organizations and provide input as such. It is highly recommended that members of the BRC attend one of the sessions.

December, 2015
7th – three sessions
12:00 – 1:30 p.m.
3:30 – 5:00 p.m.
5:30 – 7:00 p.m.

8th – three sessions
7:30 – 9:00 a.m.
10:00 – 11:30 a.m.
1:00 – 2:30 p.m.

Community Workshops at the Libraries
Facilitated by JCLS library leadership and staff, these workshops are open to the public and are held at each of the branch libraries. In an effort to ensure high turnout, dates and times were determined by Jackson County Library Branch Managers who know their communities best. It is highly recommended that members of the BRC attend one of the sessions.

Oct. 15, Butte Falls – 7 p.m.
Oct. 17, Ruch – 2 p.m.
Oct. 20, Ashland – 1 p.m. (& Nov. 25 p.m.)
Oct. 21, Gold Hill – 6 p.m.
Oct. 22, Central Point – noon (& Nov. 10 5 p.m.)
Oct. 22, Eagle Point – 3 p.m.
Oct. 22, Phoenix – 4 p.m.
Oct. 22, Rogue River – 4 p.m. (& Nov. 2 11 a.m.)
Oct. 24, Shady Cove – 10:30 a.m.
Oct. 26, Medford – noon (& Nov. 18 5 p.m.)
Oct. 26, Prospect – 6:30 p.m.
Oct. 28, Jacksonville – 1 p.m.
Nov. 2, Rogue River – 11 a.m.
Nov. 2, Ashland – 5 p.m.
Nov. 3, Talent – 5:30 p.m.
Nov. 4, Applegate - 6 p.m.
Nov. 10, Central Point – 5 p.m.
Nov. 12, White City – 3 p.m.
Nov. 18, Medford – 5 p.m.
## Committee contact information

<table>
<thead>
<tr>
<th>Name</th>
<th>Stakeholder Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Pat Ashley, Director</td>
<td>JC Higher Education Community</td>
</tr>
<tr>
<td>Board of Education</td>
<td></td>
</tr>
<tr>
<td>Rogue Community College</td>
<td></td>
</tr>
<tr>
<td>2) Shelley Austin, Executive</td>
<td>JCLS Foundation</td>
</tr>
<tr>
<td>Director, JC Library Fdn.</td>
<td></td>
</tr>
<tr>
<td>3) Lilia Caballero Cultural Liaison</td>
<td>Hispanic Community</td>
</tr>
<tr>
<td>Coordinator, City of Medford Police</td>
<td></td>
</tr>
<tr>
<td>Dept.</td>
<td></td>
</tr>
<tr>
<td>4) Michael Cavallaro, Executive</td>
<td>Government Partners</td>
</tr>
<tr>
<td>Director RVCOG</td>
<td></td>
</tr>
<tr>
<td>5) Carol Doty, Board Member</td>
<td>JCLD</td>
</tr>
<tr>
<td>6) Corey Falls, Sheriff Jackson</td>
<td>JC Public Safety</td>
</tr>
<tr>
<td>County</td>
<td></td>
</tr>
<tr>
<td>7) Mary-Curtis Gramley, Ph.D</td>
<td>Partners in service to underserved populations</td>
</tr>
<tr>
<td>SOELS Director</td>
<td></td>
</tr>
<tr>
<td>8) Carole Levi</td>
<td>JCLS Friends</td>
</tr>
<tr>
<td>Retired teacher</td>
<td></td>
</tr>
<tr>
<td>9) George Pelch, Plant Mgr.</td>
<td>Advanced manufacturing/agriculture</td>
</tr>
<tr>
<td>Amy’s Kitchen</td>
<td></td>
</tr>
<tr>
<td>10) Carrie Prechtel, Community &amp;</td>
<td>JCLS</td>
</tr>
<tr>
<td>Digital Services Coordinator</td>
<td></td>
</tr>
<tr>
<td>11) Amy Richard, Media &amp; Communications Manager, OSF</td>
<td>Arts and Culture Community</td>
</tr>
<tr>
<td>12) Richard Schaefer, M.D.</td>
<td>Healthcare Community</td>
</tr>
<tr>
<td>Retired physician</td>
<td></td>
</tr>
<tr>
<td>13) Rick Smith, President Ascentron,</td>
<td>Advanced manufacturing/electronic components</td>
</tr>
<tr>
<td>Inc.</td>
<td></td>
</tr>
<tr>
<td>(Natalie Smith, C.E.O. Ascentron, Inc.)</td>
<td></td>
</tr>
<tr>
<td>14) Maureen Swift, Board Member</td>
<td>JCLD</td>
</tr>
<tr>
<td>15) Guy Tauer</td>
<td>Government Partners</td>
</tr>
<tr>
<td>Regional Economist</td>
<td></td>
</tr>
<tr>
<td>Workforce and Economic Research</td>
<td></td>
</tr>
<tr>
<td>Oregon Employment Dept.</td>
<td></td>
</tr>
<tr>
<td>16) Tammy Westergard, Director of</td>
<td>JCLS</td>
</tr>
<tr>
<td>Libraries JCLS</td>
<td></td>
</tr>
<tr>
<td>17) Michelle Zundel, Chief Academics</td>
<td>JC Education Community (K-12, parents, students and faculty)</td>
</tr>
<tr>
<td>Officer Medford School District</td>
<td></td>
</tr>
<tr>
<td>Facilitator: Margot Helphand</td>
<td><a href="mailto:margothelphand@gmail.com">margothelphand@gmail.com</a></td>
</tr>
</tbody>
</table>

About the demographic data collection and analytics

The Jackson County Library District’s library operations contractor, Library Systems & Services, LLC (L.S.S.I), is providing Analytics On Demand from GALE Cengage Learning’s suite of information resources. The system leverages software from Alteryx, Inc., a leader in data blending and advanced analytics, as well as information from proven external sources, like U.S. Census and Experian’s Mosaic lifestyle segmentation. The product ensures the protection of library data and patron privacy.

The methodology uses Mosaic lifestyle customer/market segmentation on a household basis with over 71 types and 19 groupings, which include age, ethnicity, education, employment, location, population density, behaviors and interests. The lifestyle analysis provides a detailed look at what types of patrons each of the Jackson County libraries attracts easily and what types of users need better outreach. By combining library checkout data with community household data the District will be able to see how the communities are using library resources and move forward with data driven decision making and a strategic plan that will allocate resources and provide services to increase library impact on diverse user groups and populations. Additionally as a necessary tool for performance measurement the District will refresh the data to determine the impact on the data-driven decisions.

GALE Cengage Learning was founded nearly 60 years ago by Frederick Gale Ruffner, Jr. while working as a market researcher and running into difficulty finding a directory of trade associations. Mr. Ruffner saw a need for curated reference content, and Gale Research Company was born. Today, virtually every K-12 school, university, and public library in the United States uses GALE Cengage products through its wide network of databases.

Current strategic plan
(attached)
About the library system

Jackson County Library Services consists of 15 library branches open 310 hours per week. Free to all residents of Jackson County, the Library has a collection of over 630,000 items including books, magazines, newspapers, DVDs, music CDs, and downloadable eBooks and audio books. Over 1.6 million items were checked out during the past fiscal year.

On average, 60,000 people enter the library branches each month. About 6,000 use the meeting rooms each month. Thousands attend over 13,000 programs held each year for all ages. Patrons log in over 13,000 sessions per month on the 170 Internet-use computers to access e-mail, apply for jobs, and use online resources. Wi-Fi is available in all 15 branches. The JCLS Website www.jcls.org gets over 40,000 hits a month. Access to the library catalog, online databases, downloadable eBook and audio books and much more, is available 24/7 from the Website.

On May 20, 2014, the voters of Jackson County approved the formation of a Special Library District. With dedicated funding, the Jackson County Library District is an independent unit of local government dedicated to library operations in Jackson County and is governed by five elected Library District Board Members. The library operations contractor is Library Systems & Services, LLC (L.S.S.I).

<table>
<thead>
<tr>
<th>branch</th>
<th>phone</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applegate</td>
<td>541-846-7346</td>
<td>2 - 6 pm</td>
<td>10 – 2 pm</td>
<td>2 – 6 pm</td>
<td>10 – 2 pm</td>
<td>12 – 5 pm</td>
<td>12 – 5 pm</td>
<td></td>
</tr>
<tr>
<td>Ashland</td>
<td>541-774-6980</td>
<td>10 – 8 pm</td>
<td>10 – 6 pm</td>
<td>10 – 6 pm</td>
<td>12 – 5 pm</td>
<td>12 – 5 pm</td>
<td>12 – 4 pm</td>
<td></td>
</tr>
<tr>
<td>Butte Falls</td>
<td>541-865-3511</td>
<td>10 – 3 pm</td>
<td>10 – 6 pm</td>
<td>11 – 6 pm</td>
<td>11 – 7 pm</td>
<td>10 – 5 pm</td>
<td>10 – 4 pm</td>
<td></td>
</tr>
<tr>
<td>Central Point</td>
<td>541-664-3228</td>
<td>10 – 5 pm</td>
<td>11 – 6 pm</td>
<td>11 – 6 pm</td>
<td>11 – 7 pm</td>
<td>10 – 5 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eagle Point</td>
<td>541-826-3313</td>
<td>10 – 4 pm</td>
<td>10 – 4 pm</td>
<td>12 – 6 pm</td>
<td>12 – 4 pm</td>
<td>12 – 4 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Hill</td>
<td>541-855-1994</td>
<td>11 – 6 pm</td>
<td>1 – 6 pm</td>
<td>12 – 6 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>541-899-1665</td>
<td>10 – 5 pm</td>
<td>11 – 5 pm</td>
<td>11 – 4 pm</td>
<td>11 – 4 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medford</td>
<td>541-774-8689</td>
<td>10 – 7 pm</td>
<td>9 – 6 pm</td>
<td>9 – 5 pm</td>
<td>12 – 4 pm</td>
<td>10 – 4 pm</td>
<td>12 – 4 pm</td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>541-535-7090</td>
<td>1 – 7 pm</td>
<td>11 – 5 pm</td>
<td>11 – 4 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prospect</td>
<td>541-560-3668</td>
<td>10 – 2 pm</td>
<td></td>
<td></td>
<td></td>
<td>1 – 5 pm</td>
<td>10 – 2 pm</td>
<td></td>
</tr>
<tr>
<td>Rogue River</td>
<td>541-864-8850</td>
<td>10 – 4 pm</td>
<td>10 – 4 pm</td>
<td>1 – 7 pm</td>
<td>10 – 4 pm</td>
<td>10 – 2 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruch</td>
<td>541-899-7438</td>
<td>10 – 5 pm</td>
<td>1 – 7 pm</td>
<td>10 – 4 pm</td>
<td>10 – 2 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shady Cove</td>
<td>541-878-2270</td>
<td>12 – 6 pm</td>
<td>2 – 7 pm</td>
<td>10 – 5 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>541-535-4163</td>
<td>10 – 6 pm</td>
<td>12 – 7 pm</td>
<td>10 – 5 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Gty</td>
<td>541-864-8880</td>
<td>11 – 6 pm</td>
<td>10 – 2 pm</td>
<td>12 – 5 pm</td>
<td></td>
<td>10 – 4 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Office</td>
<td>541-774-8679</td>
<td>8 – 5 pm</td>
<td>8 – 5 pm</td>
<td>8 – 5 pm</td>
<td>8 – 5 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Fast facts by branch (FY 15)

APPLEGATE BRANCH LIBRARY FACTS

The Applegate branch is **open 16 hours per week.**

**During fiscal year 2014-2015:**

- Approximately 6,136 persons visited the Applegate branch. Patrons checked out nearly 23,000 items—an average of 1,917 per month.

- 436 persons attended one or more of the 77 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool weekly story times, to arts and crafts classes, to knitting circles and adult programs, often highlighting the local area or featuring local authors and talent.

- Nearly 963 Internet sessions were logged by persons using computers provided at the branch.

- As a community center, 1,654 persons used the Applegate branch community meeting room during one or more of the 193 meetings booked.

- Applegate library volunteers logged 129 hours of volunteer service, providing enhanced services for library users.

- The Applegate Friends of the Library help support the branch with enhancements to the branch furnishings, performers for Summer Reading programs, and more.

ASHLAND BRANCH LIBRARY FACTS

The Ashland Branch is **open 40 hours per week.**

**During fiscal year 2014-2015:**

- Over 213,000 persons visited the Ashland Branch. Patrons checked out 388,948 items—an average of 32,412 items per month.

- 14,672 persons attended one or more of the 586 programs held at the branch. Geared for all ages, these programs ranged from early literacy programs, preschool story times, to teen gaming opportunities, family-friendly movies, hosting author talks and book discussion groups, computer classes, historical programs and much more.

- Ashland offers a variety of early literacy and story time programs for children ages birth up to those who are walking, but not yet in kindergarten.
  - Two weekly preschool story time sessions.
  - Once a week sessions of “Babies in the Library” and twice a week sessions of “Wobblers” early literacy programs (which originated in the Ashland branch)
  - Once a week Toddlerobics program where kids can exercise both body and mind.

- 6,364 children and their caregivers took part in one or more of these 240 sessions offered during the year.
• 69 adults attended basic computer and word processing classes, provided by a volunteer instructor. Over 35,184 Internet sessions were logged by persons using computers provided at the branch.

• As a community center, 11,407 persons used one or more of the Ashland branch’s two community rooms during one or more of the 1,288 meetings booked during the fiscal year. The study rooms, available only during open hours, were used 121 times by tutors mentoring students.

• Ashland library volunteers logged 4,933 hours of volunteer service, providing enhanced services for library users.

• The Friends of the Ashland Public Library help support the branch and enhance the library's image as a community center by providing performers for Summer Reading programs, monthly movies, hosting adult book discussion groups, author talks, and other programs of interest to all ages. They have purchased additional music and DVD copies to enhance the collection. Additionally, they provide early literacy “baby bags” to first-time mothers at the Ashland Hospital.

BUTTE FALLS BRANCH LIBRARY FACTS
The Butte Falls Branch is **open 10 hours per week**.

*During fiscal year 2014-2015:*

• Approximately 2079 persons visited the Butte Falls branch.

• Patrons checked out 4,736 items.

• One hundred persons attended Butte Falls Branch Library programs. Using computers provided at the branch, 501 Internet sessions were logged during open hours. A weekly preschool story time was presented.

• The Friends of the Butte Falls Library are active supporters. Although there is no community meeting room in the branch, the Friends coordinate programs in the community center and the local elementary school.

CENTRAL POINT BRANCH LIBRARY FACTS
The Central Point Branch is **open 36 hours per week**.

*During fiscal year 2014-2015:*

• Over 64,400 persons visited the Central Point branch. Patrons checked out a total of 128,485 items—the third highest annual circulation of all branches behind Medford and Ashland.

• 3,870 persons attended one or more of the 233 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to family-friendly movies, to adult computer classes.
• The Central Point branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. 108 such sessions during the year were attended by a total of 2,145 children and their caregivers.

• The Central Point branch has a thriving relationship with local elementary schools. They hosted 698 children (ages 6-12) during 37 class visits to the library.

• 93 adults attended basic computer classes, made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust.

• Over 7,086 Internet sessions were logged by persons using computers provided at the branch.

• As a community center, 2,351 persons used the Central Point branch’s two community meeting rooms during one or more of the 175 meetings booked during the fiscal year. The study room, available only during open hours, was used 251 times by tutors mentoring students.

• Central Point library volunteers logged 1043 hours of volunteer service, providing enhanced services for library users.

• The Central Point Friends of the Library help support the branch with performers for Summer Reading programs, monthly movies centering on a theme, an adult book discussion group, and programs for all ages.

EAGLE POINT BRANCH LIBRARY FACTS

The Eagle Point Branch is open 28 hours per week.

During fiscal year 2014-2015:

• Over 36,400 persons visited the Eagle Point branch. Patrons checked out 53,337 items—an average of 4,444 per month.

• 3,285 persons attended one or more of the 162 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to family-friendly movies, to adult computer classes.

• The Eagle Point branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. Ninety-three sessions during the year were attended by a total of 1725 children and their caregivers.

• 92 adults attended basic computer classes, made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust.

• Over 3,570 Internet sessions were logged by persons using computers provided at the branch.
• As a community center, 980 persons used the Eagle Point branch community meeting room during one or more of the 82 meetings booked during the fiscal year. The three small study rooms, available only during open hours, were used 60 times by tutors mentoring students.

• Eagle Point library volunteers logged 919 hours of volunteer service, providing enhanced services for library users.

• The Eagle Point Friends of the Library help support the branch with performers for Summer Reading programs, monthly family-friendly movies, and programs of interest to adults and others. They provided historical images of the area which are permanently hung in the building, enhancing the library’s image as a community center.

GOLD HILL BRANCH LIBRARY FACTS
The Gold Hill Branch is open 18 hours per week.

During fiscal year 2014-2015:
• Gold Hill patrons checked out 30,126 items, an average of 2,510 per month.

• 951 persons attended one or more of the 121 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to family-friendly movies, to adult computer classes.

• The Gold Hill branch hosts a weekly preschool story time. 361 children and their caregivers took part in one or more of these 43 sessions offered during the year.

• Supported by funding from the Kenneth A. and Lucille D. Hulburt Family Trust, 55 adults attended basic computer classes.

• Over 2,969 Internet sessions were logged by persons using computers provided at the branch.

• As a community center, 1,451 persons used the Gold Hill branch community meeting room at one or more of the 133 meetings booked during the fiscal year.

• Gold Hill library volunteers logged 313 hours of volunteer service, providing enhanced services for library users.

• The Friends of the Gold Hill Library provide support by providing for performers for Summer Reading programs, licensing to show monthly movies, and programs for all ages.
JACKSONVILLE BRANCH LIBRARY FACTS
The Jacksonville Branch is **open 24 hours per week.**

**During fiscal year 2014-2015:**
- Jacksonville patrons checked out 58,064 items, an average of over 4,838 per month.
- 1,238 persons attended one or more of the 89 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to eReader device instruction, author talks, to adult computer classes.
- The Jacksonville branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. 73 such sessions during the year were attended by a total of 903 children and their caregivers.
- 147 adults attended free computer class sessions during the year. Using computers provided at the branch, over 3,774 Internet sessions were logged.
- As a community center, 2,702 persons used the branch community meeting room during one or more of the 271 meetings booked. The study room, available only during open hours, was used 101 times by tutors mentoring students.
- Jacksonville library volunteers logged 492 hours of volunteer service, providing enhanced services for library users.
- The Friends of the Jacksonville Library are active, ardent supporters.

MEDFORD BRANCH LIBRARY FACTS
The Medford Branch is **open 40 hours per week.**

**During fiscal year 2014-2015:**
- Over 203,454 persons visited the Medford Branch. Patrons checked out 474,304 items—an average of 39,525 items per month.
- 17,580 persons attended one or more of the 764 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to family-friendly movies, to adult computer classes, to the Windows in Time History Series, as well as ongoing book discussion groups.
- Medford offers a variety of early literacy and story time programs for children ages birth up to those who are walking, but not yet in kindergarten.
  - Two weekly preschool story time sessions.
  - Two weekly sessions of “Babies in the Library” and twice a week sessions of “Wobblers” early literacy programs (which originated in the Ashland branch)
  - Once a week Toddlerobics program where kids can exercise both body and mind.
- 271 sessions during the year were attended by a total of 4,847 children and their caregivers.
- 617 adults attended basic computer classes, made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust.

- Over 29,499 Internet sessions were logged by persons using computers provided at the branch.

- As a community center, 33,371 persons used the Medford branch’s three community rooms during one or more of the 1,237 meetings booked during the fiscal year. The study rooms, available only during open hours, were used 420 times by tutors mentoring students.

- Medford library volunteers logged 5,104 hours of volunteer service, providing enhanced services for library users.

- The Medford Friends of the Library help support the branch with performers for Summer Reading programs, licensing to show monthly movies, an adult book discussion group, programs of interest to all ages, and enhance the library's image as a community. In addition, they contributed funds which enlarged the music CD area and DVDs for Medford patrons. They've enhanced the Large Community Room by purchasing and installing a sound system and projector. They also have enhanced reference services by purchasing two digital microfilm readers.

**PHOENIX BRANCH LIBRARY FACTS**

The Phoenix Branch is **open 22 hours per week.**

*During fiscal year 2014-2015:*

- Patrons checked out 44,950 items from the Phoenix Branch Library, an average of 3,745 items per month.

- 2,195 persons attended one or more of the 176 programs held at the branch during the year. Geared for a variety of ages, these programs range from pre-school story times, after-school movies, weekly dominos game sessions for teens or adults, ongoing book discussion groups, as well as adult computer classes.

- During the year, 728 children and their caregivers enjoyed preschool story times which were offered weekly.

- 103 adults took advantage of free computer class sessions made possible by the Kenneth D. and Lucille A. Hulburt bequest.

- As a community center, 2,379 persons used the branch community meeting room during one or more of the 195 meetings booked. The small study room was used by 118 by tutors mentoring students.

- 3,531 Internet sessions were logged using equipment provided at the branch.
Phoenix library volunteers logged 322 hours of volunteer service, providing enhanced services for library users.

The Friends of the Phoenix Library sponsored or helped support several activities throughout the year, including the annual Summer Reading Program. In addition, they contributed funds which enlarged the music CD area and purchased additional copies of DVDs for Phoenix patrons. They’ve enhanced the outside appearance of the branch by repainting the park benches.

PROSPECT BRANCH LIBRARY FACTS
The Prospect Branch is open 12 hours per week.

During fiscal year 2014-2015:

- Approximately 3,100 persons visited the Prospect branch.

- Patrons checked out 9,458 items—an average of 788 per month.

- More than 452 persons attended one or more of the Prospect Branch Library 45 programs which ranged from preschool story times, to Oregon Humanities programs, to adult basic computer classes. Nearly 261 children and their caregivers attended the weekly preschool story time.

- Using computers provided at the branch, 656 Internet sessions were logged during open hours. Local citizens make much use of the Library’s Wi-Fi signal accessible outside the branch during closed hours.

- Prospect library volunteers logged 215 hours of volunteer service, providing enhanced services for library users.

- The Friends of the Prospect Library actively support programming for all ages at the branch. In conjunction with a gift from the local Lioness group, they installed a table outside of the branch at which students and adults alike can sit while accessing the Internet.

ROGUE RIVER BRANCH LIBRARY FACTS
The Rogue River branch is open 28 hrs. per week.

During fiscal year 2014-2015:

- Approximately 68,848 persons visited the Rogue River branch. Patrons checked out 76,308 items—an average of 6,359 per month.

- 2,063 persons attended one or more of the 137 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to family-friendly movies, to adult book clubs and computer classes.

- The Rogue River branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to
those who are walking, but still too young to enjoy preschool story time. Ninety-four story time sessions during the year were attended by a total of 1243 children and their caregivers.

- 90 adults attended basic computer classes, made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust.
- Over 8,512 Internet sessions were logged by persons using computers provided at the branch.
- As a community center, 1,159 persons used one of the Rogue River branch’s two community meeting rooms during one or more of the 133 meetings booked. Additionally, the small study rooms, available only during open hours, were used 97 times by tutors mentoring students and 158 times by others.
- Rogue River library volunteers logged 1,553 hours of volunteer service, providing enhanced services for library users.
- The Rogue River Friends of the Library help support the branch with performers for Summer Reading programs, on-going art exhibits, programs of interest to adults and others, and take part in the city’s annual “Rooster Crow” festival.

**RUCH BRANCH LIBRARY FACTS**

The Ruch branch is **open 18 hrs. per week.**

**During fiscal year 2014-2015:**

- Approximately 17,226 persons visited the Ruch branch. Patrons checked out 32,999 items—an average of 2,749 per month.
- 2,623 persons attended one or more of the 164 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to child arts and crafts classes, educational recycling programs, to book discussion groups, and computer classes.
- The Ruch branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. 83 such sessions during the year were attended by a total of 989 children and their caregivers.
- 34 adults attended basic computer classes, made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust.
- Over 1,468 Internet sessions were logged by persons using computers provided at the branch.
- As a community center, 4,375 persons used the Ruch branch community meeting room during one or more of the 209 meetings booked.
Ruch library volunteers logged 242 hours of volunteer service, providing enhanced services for library users.

The Ruch Friends of the Library help support the branch with enhancements to the branch furnishings, additional copies of popular DVDs, performers for Summer Reading programs, and more.

**SHADY COVE BRANCH LIBRARY FACTS**
The Shady Cove branch is **open 18 hours per week.**

*In fiscal year 2014-2015:*

- Over 13,448 persons visited the Central Point branch.

- Shady Cove patrons checked out 25,333 items—an average of 2,111 per month.

- 2,022 persons attended one or more of the 178 programs held at the branch during the year. Geared for all ages, these programs ranged from pre-school story times, to teen gaming, to family-friendly movies, to adult computer classes.

- The Shady Cove branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. 90 such sessions during the year were attended by a total of 698 children and their caregivers.

- 100 persons attended free adult computer classes offered. The computer classes are supported by a bequest from the Kenneth A. and Lucille D. Hulburt Family Trust.

- As a community center, 888 persons took advantage of the branch’s community meeting room during 53 meetings. The small study room was used by tutors mentoring students over 330 times.

- Over 2,241 Internet sessions were logged by persons using computers provided at the branch.

- Shady Cove library volunteers logged 493 hours of volunteer service, providing enhanced services for library users.

- The Friends of the Shady Cove Library sponsor programs throughout the year including monthly movies and Summer Reading programs as well as promoting and coordinating art displays and artist receptions at the branch.
TALENT BRANCH LIBRARY FACTS
The Talent branch is **open 36 hours per week**, second only to Ashland and Medford branches in number of hours open per week.

*In fiscal year 2014-2015:*
- Over 73,420 persons visited the Talent Branch Library. Talent patrons checked out 103,942 items—an average of over 8,660 per month.

- 3,932 persons attended one or more of the 321 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to class visits and tours, teen and adult gaming, to family-friendly after-school movies, to adult computer classes.

- The Talent branch hosts a weekly preschool story time and a weekly combined “Babies & Wobblers” early literacy program designed for children from birth up to those who are walking, but still too young to enjoy preschool story time. 103 such sessions during the year were attended by a total of 1,138 children and their caregivers.

- Free adult basic computer classes were offered and 109 people attended. The computer classes are supported by a bequest from the Kenneth A. and Lucille D. Hulburt Family Trust.

- Over 10,162 Internet sessions were logged by persons using computers provided at the branch.

- As a community center, 7,596 persons took advantage of the branch’s community meeting room during one or more of the 475 meetings booked. Additionally, the small study room was used by 139 times by tutors mentoring students and 98 other times by a total of 493 persons.

- Talent library volunteers logged 662 hours of volunteer service, providing enhanced services for library users.

- The Friends of the Talent Library sponsor programs throughout the year including performers for the Summer Reading program, movies, and other activities.

WHITE CITY BRANCH LIBRARY FACTS
The White City Branch Library is **open 22 hours per week.**

*During fiscal year 2014-2015:*
- Over 22,251 persons visited the White City branch. Patrons checked out an average of 2,916 items per month for a total of 34,995 items.

- 5,380 persons attended one or more of the 240 programs held at the branch during the year. Geared for all ages, these programs ranged from preschool story times, to teen gaming opportunities, to adult computer classes.
• The White City branch hosts a weekly preschool story time (taught often in Spanish and English). 63 such sessions during the year were attended by a total of 809 children and their caregivers.

• 18 adults attended basic computer classes (taught bilingually in Spanish and English and Spanish-only), made possible by funding from the Kenneth A. and Lucille D. Hulburt Family Trust and the Margaret Kidwell Hispanic Outreach fund.

• Over 5,782 Internet sessions were logged by persons using computers provided at the branch.

• As a community center, 435 persons used the White City library's community meeting room during 38 meetings. The study room, available only during open hours, was used 47 times by tutors mentoring students.

• White City library volunteers logged 1,163 hours of volunteer service, providing enhanced services for library users.

• The White City Friends of the Library help support the branch with performers for Summer Reading programs and activities throughout the year for all ages.
Jackson County Library District

Board of Directors
Monica Weyhe, President
Maureen Swift, Vice President
Carol Doty, Board Member
Susan Kiefer, Board Member
Jill Turner, Board Member

Jackson County Library Director
Tammy Westergard, MLS
powered by L.S.S.I.

Jackson County Library Foundation
Jackson County Library FOUNDATION
The purpose of the Library Foundation is to receive, obtain and disburse money and other items of value so as to assist the Jackson County Library District with resources needed to meet the informational needs of all citizens.

Friends of Jackson County Libraries
Jackson County Library FRIENDS
The Mission of the Friends of the Jackson County Libraries is to support and promote the purposes and activities of the Library District and its fifteen library communities.
**Information about our Friends**

Jackson County Friends of the Library organizations promote library services in their communities, advocate on behalf of libraries, and raise funds (often through used book sales) to help pay for special programs and services. Friends often sponsor author visits, book discussions, open houses, summer reading programs and more. Friends welcome new members through each branch’s own Friends of the Library organization. The President of the Friends President Forum is Carole Levi, who can be reached at 541-324-9914.

**Information about our Foundation**

The Jackson County Library Foundation exists to help the libraries attain a level of excellence in facilities and services for the people of Jackson County. To do so, the Foundation offers a variety of giving opportunities and special events. The Foundation established its endowment fund to provide ongoing support for library collections, programs, technology and enhancement needs. The Foundation is online at [www.jclf.org](http://www.jclf.org). Shelley Austin is the Foundation Executive Director and can be reached at 541-774-6572.
Thank you.