

JCLS STRATEGIC ROADMAP JANUARY 2021-JUNE 2022



JACKSON COUNTY LIBRARY SERVICES MISSION:

Connect people to information, ideas, and each other.

VISION:

Through the Jackson County Libraries, individuals reach their full potential, and our communities thrive.

VALUES:

INCLUSION – our libraries welcome everyone, and we honor diversity and individual perspectives.

TRUST – we champion free and open access to knowledge and value and respect everyone’s right to privacy and confidentiality when accessing library resources.

STEWARDSHIP – we are responsible, honest stewards of public resources.

COLLABORATION – we foster an environment that inspires building relationships and working together.

INNOVATION – we encourage creative ideas and solutions.

RESPECT– we build and foster an environment where everyone is heard and treated fairly and with kindness.



THE STRATEGIC ROADMAP

Over the next year and a half, the Library will focus its efforts to become the go-to place to find accurate information about issues relevant to your life. Below are the three focus areas that tie in with the Library's three goal areas (LEARN, CONNECT, GROW), as outlined in the 2016-2021 Strategic Plan.

HEALTH – The Library values and promotes health literacy in Jackson County, including mental health, economic well-being, and physical health, as well as timely information related to COVID-19 and emergency preparedness.

LEARNING – The Library values and promotes education throughout an individual's life, from pre-literacy skills for young children through meeting information needs of senior citizens.

CIVIC ENGAGEMENT – The Library values and promotes a thriving community in which everyone has an opportunity to participate, regardless of socioeconomic status, race, ethnicity, ability, or gender, and helps to foster an environment where all voices are heard. The Library will provide a space where marginalized people have an opportunity to share their experiences, to be heard, and to have a seat at the table.



OBJECTIVES, WITH SAMPLE ACTIONS TO ACHIEVE EACH:

OBJECTIVE 1: JCLS will provide 25 programs each quarter focused on health literacy and civic engagement.

ACTIVITIES:

- Bilingual, health-related programs will be presented in collaboration with La Clinica, supported by the NNLM COVID-19 Outreach Award grant.
- Social services-related workshops for people experiencing poverty and homelessness will be presented by the Social Worker.
- Job skills readiness programs will be offered in collaboration with Rogue Workforce Partnership.
- Small business workshops will be presented by the Business Librarian.
- The Summer Reading Program will include intergenerational storytelling programs featuring local and state leaders.
- Staff will offer programs at domestic violence shelters and the County Juvenile Detention Center.

OBJECTIVE 2: JCLS will add 1,000 new items to the physical and digital collections related to health and financial literacies by June 30, 2022.

ACTIVITIES:

- The migration to a new Integrated Library System and Discovery Layer will make library resources more easily discoverable by patrons.
- The NNLM COVID-19 Outreach Award grant funds will be used to add health information resources to the collection in English and Spanish.
- The FINRA Grant funds will be used to add financial literacy resources to the collection.
- Carpenter Grant funds will be used to add resources to the collection that focus on women's issues, child-rearing, child development, and related topics.
- Tablets and Kindles will be available through the Library of Things.

OBJECTIVE 3: JCLS will engage 600 individuals and 30 community groups or classrooms in discussions about identity and inclusion through the Rogue Reads program, where the community reads the same books. In the second year of the program, Rogue Reads will bring 10 new partners to the program.

ACTIVITIES:

- **Book club kits will be circulated for the selected titles.**
- **Staff will promote the books and discussion guides through school visits and virtual classroom talks.**
- **Staff will lead multiple public book discussion groups.**
- **Take & Make kits will be curated for at-home projects that expand on the Rogue Reads themes.**
- **Author talks and/or guest speakers will present programs related to the books and themes.**

OBJECTIVE 4: Traffic to JCLS's website will increase 3% each quarter.

ACTIVITIES:

- **JCLS will launch a new, responsive website that features dynamic content and information curated by staff that provides relevant information to the community on health, learning, and civic engagement.**
- **The marketing tool Patron Point will be implemented to provide targeted messaging that will drive traffic to the website.**
- **Virtual programs will be recorded and made available on the JCLS YouTube channel.**
- **Library programs will be placed on digital community calendars with links to the Library's website.**



OBJECTIVE 5: JCLS will reach remote users with relevant, educational programs on demand through recorded programs, with an **increase in views of 10%** each quarter.

ACTIVITIES:

- Animated short videos will be added to the Library's digital video library.
- Staff will record virtual storytimes, with new ones featured on a regular schedule.
- Staff will record trainings that support the education curriculum and lifelong learning.
- The Library will run social media campaigns that promote these recorded programs.

OBJECTIVE 6: Staff will provide **50 virtual or in-person class visits per academic semester** at elementary, middle, and high schools in the County to introduce students and teachers to specific resources available at the Library.

ACTIVITIES:

- Staff will provide curriculum-based database training to teachers.
- Staff will present virtual or in-person book talks to students.
- Staff will provide literature and database programs at the County Juvenile Detention Center.



OBJECTIVE 7: Recognizing that digital literacy is important to an individual's success and well-being in the 21st century, the Library will help bridge the digital divide by providing access to computers and internet connectivity at the Library and remotely. Success will be measured by:

Number of computer sessions: Increase 4% each quarter

Wifi usage – during and outside of library hours: Increase 4% each quarter

Hotspots (and cellular-enabled tablets): Average monthly circulation of 75

Digital Services team appointments and assistance: 100 per month

ACTIVITIES:

- **Maximize the number of computers available during library hours to meet patrons' needs.**
- **Evaluate signal strength at all locations to ensure adequate coverage for wifi usage outside the library buildings, outside of normal hours of operation.**
- **Promote digital services via marketing channels.**

