



STRATEGIC PLAN 2022-2026



MESSAGE FROM THE LIBRARY DIRECTOR



I am pleased to present to you the 2022-2026 Strategic Plan for Jackson County Library Services. The past two years have been abnormal in so many ways, with our lives – and library services – disrupted by COVID-19 and by the devastating wildfires that impacted Jackson County in 2020. It's nice to be able to look towards the future and envision where library services can best meet the needs of our communities over the next five years.

The strategic planning process included community engagement in a variety of ways from participation on the steering committee to a community survey and several focus groups. While we were unable to meet in person to gather information, we enjoyed connecting with people via Zoom for the focus groups, and hearing your voices in the comments left on the community survey. The planning process also generated organic conversations and connections with potential community partners that demonstrate, once again, how much our libraries are valued.

Our mission is to connect everyone to ideas, information, and each other, a mission I hold dear to my heart. I look forward to implementing the strategies put forth on the following pages, which reflect the direction our community asked us to take.

Sincerely,

Kari May, Library Director

Jackson County Library District Board

Eric Dziura, Chair
Jill Turner, Vice Chair
Viki Brown
Susan Kiefer
Kim Young

Strategic Planning Steering Committee

Kristin Anderson | JCLS Staff
Mark Angle-Hobson | Southern Oregon Educational Services District
Ginny Auer | Jackson County Library Foundation
Ryan Bradley | JCLS Staff
Viki Brown | JCLD Board
Lilia Caballero | Medford Police Department
Eric Dziura | JCLD Board Chair
Brynn Fogerty | JCLS Staff
Jim Fong | Worksource Oregon
Seth Kaplan | A Greater Applegate
Kathy Keesee | Unete

Kari May | Library Director, JCLD
Karen Spence | Friends of the Ashland Library
Brystan Strong | JCLS Staff
Claudine Taillac | JCLS Staff
Marta Tarantsey | Business Oregon

INTRODUCTION

In September 2021, the Jackson County Library District engaged Library Strategies to help facilitate a strategic planning process. The District's previous plan was set to expire at the end of 2021. During the previous 5-year planning framework, the District had undergone numerous changes, as well as experiencing the challenges and difficulties of providing service during the COVID-19 pandemic. The new strategic planning process, in cooperation between the District and Library Strategies, was designed to foster extensive community engagement and input to ensure that the changing library needs of residents continue to be met in the future. Presented here is an overview of the process, major findings, and the high-level goals and strategies of the new plan.





MISSION

The mission of the Jackson County Library District is to connect everyone to information, ideas, and each other.

VISION

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

VALUES

To fulfill our mission and realize our vision, the following ideals shall direct us in our service to the community and interaction with each other.

Inclusion

Our libraries welcome everyone, and we honor diversity and individual perspectives.

Trust

We champion free and open access to knowledge and value 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.

GOALS & STRATEGIES

GOAL 1: ENERGIZE LIBRARY SERVICES AND RESOURCES

Building on the current foundation, enliven facilities, collections, programs and other services to more robustly serve the community

STRATEGY 1 - Improve and enhance the collections:

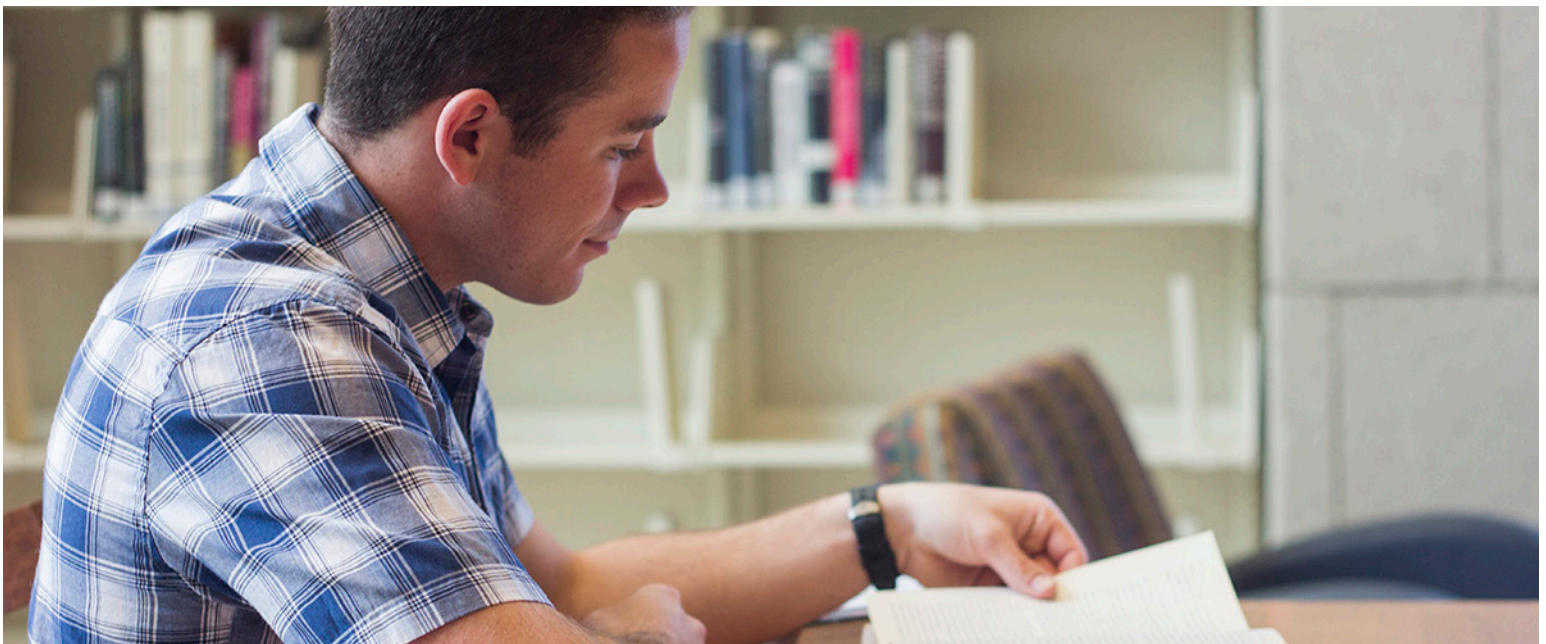
- Conduct an audit of all collections to ensure they are current and relevant, strike a good balance of digital and hard copy materials, and effectively serve targeted communities
- Grow collections of new materials, such as the Library of Things, based on ongoing community needs and wants

STRATEGY 2 – Diversify and increase programming and events:

- Expand programming to underserved audiences, especially tweens/teens and rural populations
- Advance early literacy programming and related services
- Explore adding programming and resources to meet community needs, notably in the areas of health and well-being, financial literacy, and workforce and economic development
- Serve as a convener of community conversations on topics of broad interest in the county

STRATEGY 3 – Enliven and improve facilities:

- Make public areas more vibrant by refreshing furniture, spaces and ambiance



- Undertake a major interior renovation of the Medford branch, including creation of more engaging teen and children's areas, a possible makerspace, more attractive gathering areas, and an overall welcoming atmosphere
- Create early literacy environments in all larger branches
- Where possible, repurpose space to add community meeting rooms of varying sizes
- Improve the placement and use of self-check options and holds pick-up where appropriate
- Conduct a review to ensure that all spaces, furniture and equipment are fully accessible
- Create welcoming outdoor spaces in facilities where realizable

STRATEGY 4 – Ensure that user technologies remain current and accessible:

- Make the website/catalog more user-friendly and accessible
- Work to improve Internet access in more rural locations through added hotspots, friendlier WiFi availability outside of facilities, and through other community networks
- Maintain up-to-date and relevant equipment, software, and tech assistance

GOAL 2: EXTEND ACCESS TO THE LIBRARY

Increase the awareness, use, and accessibility of the Library

STRATEGY 1 – Increase open hours & make hours more consistent/convenient across the system

STRATEGY 2 – Expand and diversify marketing and promotion:

- Continue to advance the system brand across all platforms
- Develop varied marketing strategies for different branches and areas of the County
- Advance messaging that goes beyond books to other library services, such as technology, early literacy and the Library of Things

STRATEGY 3 – Work to remove barriers to use of the Library:

- Expand offerings in non-English languages, especially Spanish
- With community partners, work to overcome transportation obstacles for users
- Explore options with the community for improved parking at the Ashland branch
- Examine options for providing 24/7 access to materials through locker or kiosk systems

STRATEGY 4 – Advocate for more resource sharing with other Oregon libraries, especially with Josephine County

GOAL 3: ENGAGE THE COMMUNITY MORE FULLY

Support the inclusion and advancement of the varied communities in Jackson County

STRATEGY 1 – Increase outreach and community partnerships:

- Expand partnerships with the education service district (ESD), local schools, pre-schools, and the homeschool community, especially in the more rural areas
- Explore expanded relationships with Rogue Community College and Southern Oregon University
- Advance other meaningful community partnerships in such areas as programming, events, volunteerism, and marketing

STRATEGY 2 – Create ongoing community processes, such as surveys, forums, and outreach, to regularly engage residents

STRATEGY 3 – Advance ongoing work to foster a welcoming and inclusive environment in facilities, services, and resources for all segments of the community, notably the Latinx population, unhoused individuals and families, tribal members, and homeschool groups

GOAL 4: NURTURE THE LIBRARY INFRASTRUCTURE

Further the Library as an effective, efficient, well-supported organization with a cohesive and supportive internal culture

STRATEGY 1 – Foster additional internal communication and engagement across all branches

STRATEGY 2 – Explore options for internal reorganizations and/or additional staff to increase service effectiveness, system-wide staff engagement, and to advance goal areas, notably outreach, marketing, and collections

STRATEGY 3 – Support additional professional development, especially in the areas of technology, cross-departmental training, and community inclusion

STRATEGY 4 – Strengthen support and engagement with the Friends groups and the Library Foundation



PREPARED BY

LIBRARY STRATEGIES