

Yolo County Library Strategic Plan

2012-2013

Patty Wong, County Librarian

BACKGROUND: The Yolo County Library strategic plan was developed with input from the community. Over 100 community members attended a community conversation in March of 2012. Their input, plus that of County Staff, and conversations with key community stakeholders determined the Strategic Directions outlined in this report. The plan is strategic – the Directions address concerns that are county-wide – and the plan allows for flexibility -- the Initiatives and Objectives can be revised yearly or as determined by need or opportunity.



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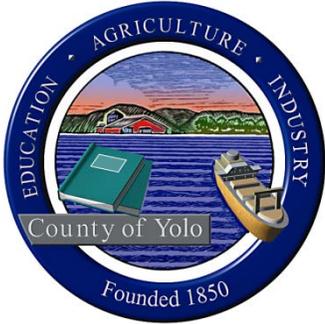
Executive Summary

The community's vision for a modern library system includes both traditional and new directions of service. The community continues to see value in a library that promotes reading as a beneficial activity and provides an environment for self-directed learning. New directions of service envisioned by the community include an emphasis on fostering collaboration among community service providers, connecting people with each other and needed services, and supporting workforce development.

As the library went through the Strategic Plan process we worked on identifying **organizational competencies** that would increase our ability to better implement the community vision. We developed Guiding Principles for our organization, we had training on Inclusion, Equity and Diversity, we learned about library services for people with disabilities, and the management team is working on developing a strength based management approach.

We received feedback that our **Mission Statement** did not reflect the community vision of contemporary library services as expressed in the Strategic Plan. Initially, we had not planned on reviewing our Mission Statement. However, based on this feedback, we delved into the process of creating an updated Mission Statement for Yolo County Library.

This report contains the new Mission Statement, the Guiding Principles, and the Strategic Plan.

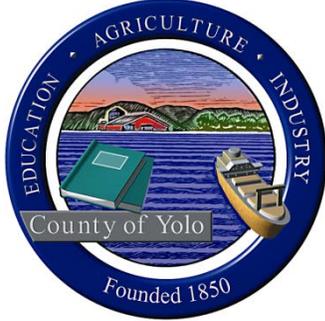


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Mission Statement

**Yolo County Library
provides access for all to
ideas that inform,
entertain and inspire.**

Tag line: "We connect people and ideas"



Yolo County Library

Patricia Wong, County Librarian

226 Buckeye Street

Woodland, CA 95695-2600

(530) 666-8005 FAX (530) 666-8006

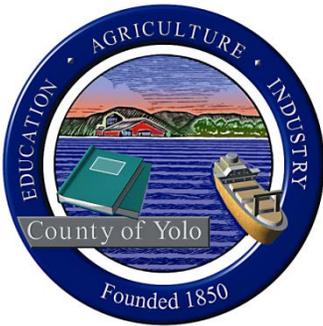
Guiding Principles as we implement the Strategic Plan

Working Together:

- **We will create a comfortable safe space to talk with our peers**
- **We will get there together by working together**
- **We will encourage success through innovation, risk taking and creativity**
- **We will engage in a learning environment**

Working with the Community:

- **Library work is community work**
- **Provide excellent service to current and new customers**
- **Increase access by reducing barriers**
- **Provide strategic library service throughout the entire County**



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Strategic Direction # 1: Learning & Personal Development Initiatives for FY 2012/13

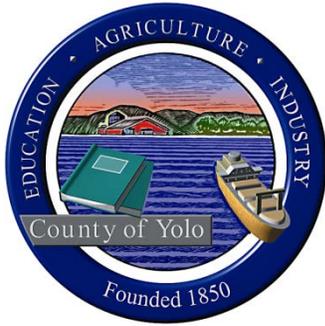
- 1.a: Promote reading as a beneficial activity
- 1.b: Prepare children aged 0 to 5 for School
- 1.c: Promote Reading K-12 - a supportive environment for homework and independent study
- 1.d: Promote Community Memory – collect, preserve, curate and provide access to the Yolo County Archives
- 1.e: Promote Community Memory – collect, preserve, curate and provide access to content created by Yolo County residents
- 1.f: Provide access to information about all things Yolo County
- 1.g: Increase Literacy (Yolo Reads)
- 1.h: Provide Enriched Environment for Self-Directed Learning

Strategic Direction #2: Workforce Development Initiatives for FY 2012/13

- 2.a: Support job seekers through submission of job applications
- 2.b: Support occupational education

Strategic Direction #3: Collaboration Initiatives for FY 2012/13

- 3.a: Foster collaboration among non-profit service providers
- 3.b: Connect community members with each other and needed services



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How does the Strategic Plan help with the effective operation of the Yolo County Library?

Purpose: The Strategic plan is based on input from the community that tells us what is important to them. We want to be responsive to the community in order to meet or exceed their expectations.

Focus: The Strategic Plan benchmarks where we are at and where we need to go for the next 6 months. With this data we are better able to plan ahead.

Future: This year's process gives us improved data for setting next year's objectives and next year's budget.

Summary:

The Yolo County Library Strategic Plan is a living document that reflects the community's vision of contemporary library service. Each year the plan is reviewed, new objectives are set, and the library renews its purpose to meet or exceed community expectations. The Strategic Plan is a tool for community involvement, service excellence, and continued innovation.