

EVERETT PUBLIC LIBRARY

EXPANDING YOUR WORLD | FIVE-YEAR STRATEGIC PLAN 2008-2013

THE PLAN

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EVERETT PUBLIC
INSPIRE. INFORM. ENTERTAIN.



COORDINATED BY



PROVIDENCE Associates
Library Planners Consultants
Cottonwood, Arizona

ACKNOWLEDGMENTS

The following groups and individuals contributed greatly to the development of Everett Public Library Five-Year Strategic Plan by giving their time, thoughtful suggestions and feedback.

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THE PLAN

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THE PLAN

After reviewing community input and library usage data provided by the Consultant, a cross-functional team of library staff was formed. This team worked with the Consultant and Library Administration to review and revise the Library's mission, and to develop organizational core values, a vision, and four strategic initiatives which serve as the framework for implementation of this five-year strategic plan.

Mission Statement

The Everett Public Library is the community's gateway to lifelong learning opportunities and experiences that inspire, inform, and entertain.

Vision Statement

We are Everett's most valuable resource—we expand your world.

Core Values

Everett Public Library's core values are the foundation of beliefs that unite us and the goals that inspire us.

- ❑ We promote lifelong learning.
- ❑ We celebrate the diversity of our community.
- ❑ We value reading and literacy.
- ❑ We believe informed citizens are the cornerstone of democracy.
- ❑ We promote intellectual freedom through open and equal access to resources.
- ❑ We offer unparalleled customer service.
- ❑ We preserve and share our community's history.
- ❑ We are actively engaged in the community through partnerships and collaborations.
- ❑ We provide clean, safe, accessible, and inviting facilities.
- ❑ We respect all employees and encourage their growth and development.
- ❑ We support teamwork among staff, encourage creativity and problem solving, and consistently engage in multi-directional, meaningful and timely internal communication.
- ❑ We are a fun, dynamic, and rewarding place to work.
- ❑ We uphold the American Library Association's Library Bill of Rights and Core Values of Librarianship.

Strategic Initiatives

Community – We are committed to enriching the quality of life for Everett residents through our services, community outreach, and partnerships.

Collections - Our collections, in all relevant formats, are among our most important assets. Collections are thoughtfully managed with an eye toward providing what is current, popular, and useful, along with the best of the cultural and historical record, and with a special emphasis on preserving the rich history of the city of Everett and the Pacific Northwest.

Customers – We provide outstanding services and facilities that are convenient for our customers.

Communications – Providing accurate, timely information creates a stronger, more visible organization. We are committed to improving the flow of information, in all directions, resolving internal challenges, and creating open dialogues within the library, with the Library Board of Trustees, and with the community.



Goals and Measurable Objectives of the Everett Public Library 2008 – 2013

Community Strategic Initiative: We are committed to enriching the quality of life for Everett residents through our services, community outreach programs, and partnerships.

Goal 1. Everett Public Library expands its reach into the community to enhance the quality of life for Everett residents through strategic partnerships and collaborative programs.

Objective 1. Develop a plan to identify and engage with appropriate organizations to expand library services to under-served populations of all ages, adding one partnership in each of the next five years.

Objective 2. Library staff will expand the number of off-site library programs by at least one program each quarter in each of the next five years.

Objective 3. Strengthen the library's relationship with Everett Public Schools, Mukilteo School District, and home-school organizations to increase awareness of library resources for parents, teachers, and students.

Goal 2. Our libraries are community centers, with facilities that are convenient, comfortable and inviting places for quiet study and civic engagement.

Objective 1. Develop a plan in Year One to improve the use of space at both libraries to provide better service and increased comfort for users of all ages.

Objective 2. Develop a plan in Year Two for expansion of the Evergreen Branch.

Objective 3. Study hours of service and implement changes as needed to better serve Everett residents by Year Three.

Never lend books, for no one ever returns them; the only books I have in my library are books that other folks have lent me.

~Anatole France (1844-1924)

Collections Strategic Initiative: Our collections, in all relevant formats, are among our most important assets. Collections are thoughtfully managed with an eye toward providing what is current, popular, and useful, along with the best of the cultural and historical record, and with a special emphasis on preserving the rich history of the city of Everett and the Pacific Northwest.

Goal 1. Collections reflect the interests of Everett readers in their content, format, and language, and are available in both a timely manner and sufficient quantities to anticipate demand.

Objective 1. Update the collection management plan by the end of 2009 to reflect the relative importance of popular materials, lifelong learning, and local history, all provided in appropriate formats and in languages that reflect our diverse community.

Objective 2. Develop a plan in Year Two for annual assessment of collection use and allocation of resources to insure responsiveness to cultural and ethnic changes in the community.

Objective 3. Review processes used for ordering, acquisition, cataloging, preparation, and replacement of library materials on an annual basis to ensure efficiency, accuracy, and good customer service.

Goal 2. The Library's Northwest Room is the premier collection of historical materials on Everett and Snohomish County history.

Objective 1. Northwest historians will partner with Everett schools beginning in Year One to insure that the library supports K-12 curricular needs for Everett and Northwest history.

Objective 2. Beginning in Year Two, the library will use Web technologies to provide public access to local history programs and walking tours.

Objective 3. By the end of Year Five customers will have access to a representation of all our historical collections through the library's web site and catalog, focusing on the best selections from each collection.

I have always imagined that paradise will be a kind of library.

~Jorge Luis Borges

Customers Strategic Initiative: We provide outstanding services and facilities that are convenient for our customers.

Goal 1. The Library supports the early literacy needs of children from birth to age five, and contributes to kindergarten readiness.

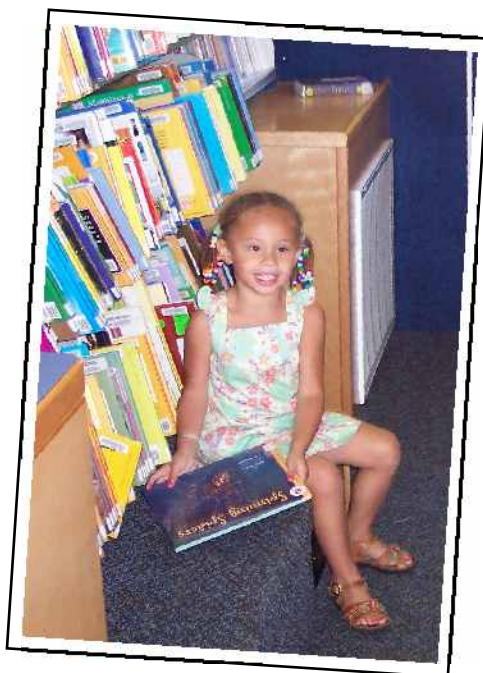
Objective 1. Formalize and expand use of Public Library Association/Association of Library Service to Children "Every Child Ready to Read" literacy-enhanced storytime techniques in Year One, with full implementation in Years Two and Three.

Objective 2. In Year One improve the "Read with Me" component of the Summer Reading Program.

Objective 3. Re-allocate and redesign spaces in both library locations, and the bookmobile to better support early childhood literacy by Year Three.

Objective 4. Add "Every Child Ready to Read" workshops for parents in the library, and maintain workshops for caregivers through Outreach in Year Three.

Objective 5. In Year Four develop a plan to conduct a community-wide early literacy campaign, involving city agencies as well as local organizations.



Goal 2. The Library fosters the love of reading in children grades 1-5.

Objective 1. Improve and streamline the Summer Reading Program in Year One.

Objective 2. Develop a stronger readers' advisory service for children, parents and caregivers in Year Two.

Objective 3. Apply overall Collections goals and timelines to materials for this age group.

Goal 3. The Library supports the educational, developmental, and social needs of 6-12th graders, and contributes to their readiness to be successful adults after high school.

Objective 1. Increase teen involvement with the library in every year of the plan, using a teen advisory board, volunteers, and focus groups.

Objective 2. Involve teens in designing teen spaces at both libraries, with timelines to be decided based on funding.

Objective 3. Request teen input in Year One to determine the appropriate number of teen programs, and increase the number of programs each year until the optimal number has been reached.



Objective 4. In Year One improve and expand the teen component of the Summer Reading Program to make it as attractive as the program for younger readers.

Goal 4. Adults have access to lifelong learning opportunities through library programs that are educational, entertaining, and that help connect them to their community and the world.

Objective 1. Insure that customers know about our programs and services by developing and implementing a marketing plan in Year One.

Objective 2. Provide at least two adult programs each month beginning in Year Two.

Objective 3. Develop and implement a plan in Years Two and Three to better serve younger adults, between ages 18 and 25.

Goal 5. Customers have convenient access to public computers, self-service technology, electronic resources, and a vibrant web site designed to connect people of all ages to our collections, programs, and services.

Objective 1. In each of the first two years add approximately eight public Internet computers at each location to insure easier Internet access.

Objective 2. Create age-appropriate web pages, linking to information and services, and promoting books and reading in Year One.

Objective 3. Add self-check at both libraries for the convenience of library customers by Year Two of the plan.

Objective 4. Incorporate appropriate new technologies into the library's web site to promote collections and services in each year of the plan.

Goal 6. Customers unable to visit library facilities because of age, disabilities, or health problems receive library materials in their home.

Objective 1. Develop a plan for meeting current and anticipated demand for home library service in Year One, and begin implementation in Year Two.

Objective 2. Develop a plan for meeting current and anticipated demand for service to nursing and retirement homes, and assisted living facilities in Year Two with implementation in Year Three.

The time to read is any time: no apparatus, no appointment of time and place, is necessary. ~John Aiken

Communications Strategic Initiative: Providing accurate, timely information creates a stronger, more visible organization. We are committed to improving the flow of information, in all directions, resolving internal challenges, and creating open dialogues within the library, with the Library Board of Trustees, and with the community.

Goal 1. The majority of Everett residents are aware of the breadth of services and programs offered by the library through a variety of regular customized updates.

Objective 1. In Year One, the library will develop customized newsletter and program announcements.

Objective 2. In each year of the plan the library will issue an annual report, providing residents with accurate information on plan implementation progress.

Objective 3. In each year of the plan the library will hold at least one "State of the Library" session for community leaders and elected officials.

Goal 2. Everett residents are encouraged to provide suggestions for service enhancements, programs, and collections in a variety of ways.

Objective 1. In Year Two the library will study, develop, and implement regular surveys of customer satisfaction.

Objective 2. In each year of the plan the library will hold at least one public meeting to allow customers an open forum to communicate with us.

The student has his Rome, his Florence, his whole glowing Italy, within the four walls of his library. He has in his books the ruins of an antique world and the glories of a modern one. ~Henry Wadsworth Longfellow

Goal 3. The Library values the talent, experience, and contributions of all staff, and effectively supports staff training, a cross-functional team approach, and open communications to improve internal operations and service to the community.

Objective 1. In Year One assess the Training Plan, ensuring that access to professional development, continuing education, and training is fair and reasonable.

Objective 2. Cross-functional teams will be used in every year to design and implement the strategies leading to the development of new or revised programs, policies, and procedures.

Objective 3. Expand the Training Plan in Year Two to address cross-training of staff to ensure customers always receive the best possible service.

Objective 4. Develop a plan for organizing and streamlining internal communications in Year One, with implementation in Year Two.

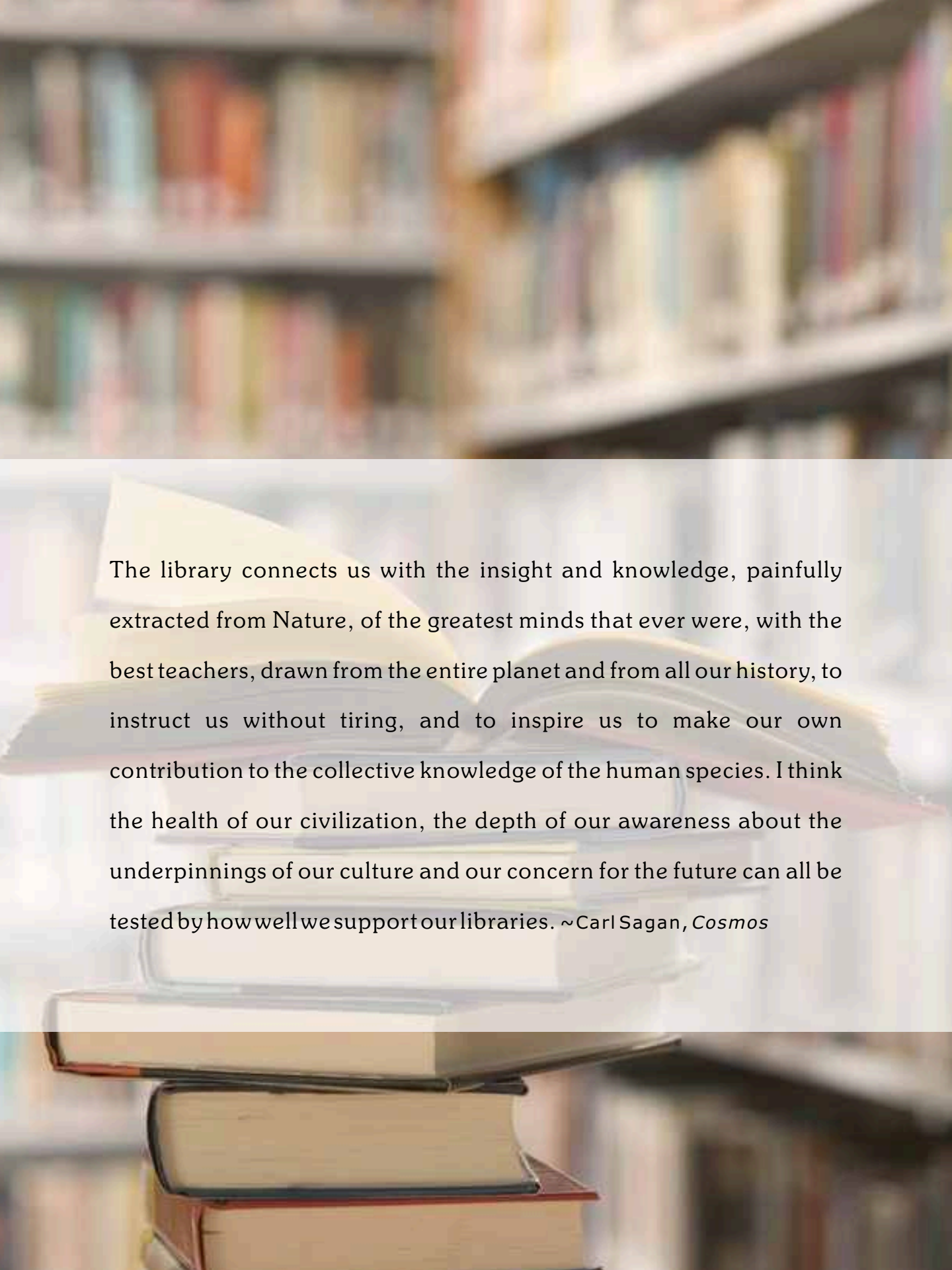
Goal 4. The Library Board of Trustees is composed of knowledgeable citizen stewards, who support the Library's mission, exemplify its values, and serve as library ambassadors and advocates throughout the community.

Objective 1. Beginning in Year One, individual staff members will make presentations to the Trustees highlighting specific library services at least six times a year.

Objective 2. Beginning in Year Two the Trustees will work with the Library Director to develop an ongoing fund raising strategy to create new endowments, to strengthen the Friends of the Library, and to enhance existing endowments.

Objective 3. Beginning in Year Two, the Trustees will create their own goals related to library promotion and advocacy.





The library connects us with the insight and knowledge, painfully extracted from Nature, of the greatest minds that ever were, with the best teachers, drawn from the entire planet and from all our history, to instruct us without tiring, and to inspire us to make our own contribution to the collective knowledge of the human species. I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries. ~Carl Sagan, *Cosmos*