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Citizens Public Library Advisory Committee Recommendations

Strategic Service Plan - FY 2011-14 for The City of Santa Clarita Public Library

Introduction

The Citizens Public Library Advisory Committee (CPLAC) was appointed by the City Council to make an advisory recommendation to the Council regarding goals and objectives for the City of Santa Clarita Public Library for the period of FY 2011-2014. The Committee's recommendations in this document are the formal product of seven sessions of Committee member work from December 2010 January through June 2011. This document provides a draft set of goals and objectives based on the final discussion of the Committee on June 09.

In arriving at these recommendations, the Committee members considered the results of a Community Survey completed by 2,930 individuals, opinions given in 20 focus group sessions by approximately 200 persons, individual resident opinions solicited by Committee members, the members' own knowledge of Santa Clarita, and over 14 hours of Committee deliberations.

Eight goals, based on community needs, were developed after the Committee selected a set of service priorities to be addressed the Library. For each goal, at least one measurable objective was prepared. In several cases the objectives have blanks for quantitative measures that have not yet been provided. All missing quantitative measures relate to the circulation of materials from the library collection. These data are not provided because no data is available regarding the circulation of sub-categories of the collection.

While the aggregate number of items previously borrowed from the three Santa Clarita libraries is known, no data is available indicating the circulation of adult non-fiction, adult fiction, juvenile collection categories, or audiovisual items. Without this information, it would be very difficult to set targets based on prior experience. While the CPLAC would have preferred to submit recommendations, for which all objectives had numerical targets, it is understood that targets set without reliable baseline data likely would be either too high or low. The CPLAC recommends that after a period of time not less than three months and not more than six months after July 1, 2011, all missing targets will be provided by staff to the City using baseline data collected in the initial months of service.

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Citizens Public Library Advisory Committee

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Planning Process Support Staff

The strategic service planning process work was supported by numerous City of Santa Clarita staff. Key assistance was provided by Darren Hernandez, Deputy City Manager; Ingrid Hardy, Interim Community Services Superintendent; and Janine Prado, Community Services Administrator.

The planning process work was facilitated by staff of Library Systems & Services, LLC: Ronald Dubberly, President; Mark Smith, Vice President of West Coast Operations; and Edward Kieczkowski, City Librarian for Santa Clarita.

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Recommended Service Goals

Seven primary service priorities were selected by the CPLAC. These priorities were among a set of eighteen service responses commonly considered in strategic planning for public library services, as suggested by the Public Library Association Division of the American Library Association.

The seven service priorities with the highest number of votes from the Committee members were

- *Satisfy Curiosity: Lifelong Learning*
- *Create Young Readers: Early Literacy*
- *Stimulate Imagination: Reading, Viewing, and Listening for Pleasure*
- *Visit a Comfortable Place: Physical and Virtual Spaces*
- *Understand How to Find, Evaluate, and Use Information: Information Fluency*
- *Connect to the Online World: Public Internet Access*
- *Succeed in School: Homework Help*

Recommended Service Priorities

Based on the above service priorities and Committee discussions, eight goals are recommended for the City of Santa Clarita Public Library for the period of FY 2011-14. The eight recommended goals, in no particular order, are

- *Children in Santa Clarita will enter school reading or ready to read.*
- *Adults, young adults and children will find books and media materials at the Library to satisfy their curiosity, entertain, and enrich their lives.*
- *Residents of Santa Clarita will have the information and computer skills necessary to succeed in school and at work, and to lead productive and prosperous lives.*
- *The Santa Clarita Public Library will ensure that all Santa Clarita residents have free, high-speed access to the Internet outside home, school or office.*
- *Adults will have the information and resources needed to achieve career goals, and lead fulfilled and enjoyable lives.*
- *In the Library students will find library materials and services designed to help them succeed in school.*
- *The Library will provide a community meeting place and a civic focus for residents of Santa Clarita and surrounding areas.*
- *Adults and young adults in Santa Clarita will possess the literacy skills necessary to lead fulfilled and productive lives.*

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Recommended Goals and Objectives

Goal 1

Children in Santa Clarita will enter school reading or ready to read.

Objective 1.1 At least 15,000 children will participate in early reading activities in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

Regular preschool story times will be offered at all three locations.

Regular school-age reading programs will be offered at all three locations

An annual summer reading program designed to keep children reading through the summer months will be provided.

Objective 1.2 Library materials and resources will be used in FY 2011-12 by at least 2,000 parents and other caregivers as first teachers of their children, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

A series of family development programs will be presented in the library on topics related to parenting and childhood health and education, in partnership with the City of Santa Clarita.

Objective 1.3 Children, parents and other caregivers will borrow in FY 2011-12 at least _____ picture books, board books and other books primarily targeted to emergent readers, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of materials to encourage and foster early literacy and will monitor the use and effectiveness of that collection.

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Goal 2**Adults, young adults and children will find books and media materials at the Library to satisfy their curiosity, entertain, and enrich their lives.**

Objective 2.1 Library users will borrow at least _____ popular adult fiction and non-fiction books in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of popular adult materials and will monitor the use and effectiveness of that collection.

Objective 2.2 Library users will borrow at least _____ young adult fiction and non-fiction books in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of young adult materials and will monitor the use and effectiveness of that collection.

Objective 2.3 Library users will borrow at least _____ juvenile fiction and non-fiction books in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of juvenile materials and will monitor the use and effectiveness of that collection.

Objective 2.4 Library users will borrow at least _____ DVD's, audio books, CDs, and other media items in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of audiovisual materials and will monitor the use and effectiveness of that collection.

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Objective 2.5 – Library users will borrow at least _____ popular fiction, non-fiction, juvenile fiction and picture books and media items in languages other than English in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of popular juvenile materials and will monitor the use and effectiveness of that collection.

Goal 3

Residents of Santa Clarita will have the information and computer skills necessary to succeed in school and at work, and to lead productive and prosperous lives.

Objective 3.1 At least 1,500 persons in FY 2011-12 will attend a series of classes to improve basic computer skills, with annual increases of at least three percent each year through FY 2013-14.

Recommended Activities

A grant or other funds will be sought to purchase laptop computers to enable computer classes to be provided at least monthly in the community rooms at the Valencia and Canyon Country Libraries.

Objective 3.2 In FY 2011-12, 90% of residents seeking computer classes at the library are served.

Objective 3.3 At least six information guides in paper and online formats will be distributed to library users each year to assist adults, young adults and children to find, evaluate and use materials in the library and online.

Recommended Activities

Library staff will prepare information and “pathfinder” guides on topics popular to library users such as resume-writing, personal finance, and learning a language for adults and missions, science projects, and biographies for students.

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Goal 4

The Santa Clarita Public Library will ensure that all Santa Clarita residents have free, high-speed access to the Internet outside home, school or office.

Objective 4.1 Library patrons will log over 150,000 online sessions on public Internet computers in FY 2011-12, with annual increases of at least three percent each year through FY 2013-14 or until equipment capacity is reached.

Recommended Activities

The Library will provide a total of at least 80 public Internet computers in the three Santa Clarita Library facilities through FY 2013-14.

Objective 4.2 Library patrons will log over 10,000 online sessions via wireless access in FY 2011-12, with annual increases of at least five percent each year through FY 2013-14.

Recommended Activities

Wireless access will be available in all three branches of the Santa Clarita Public Library.

Goal 5

Adults will have the information and resources needed to achieve career goals, and lead fulfilled and enjoyable lives.

Objective 5.1 Library patrons will borrow at least _____ adult and juvenile non-fiction items in FY 2011-12, increasing by at least two percent each year through FY 2013-14.

Recommended Activities

The Library will maintain an up-to-date and growing collection of adult and juvenile non-fiction collection and will monitor the use and effectiveness of that collection.

The Library will recognize the public's need for a robust retrospective collection of materials and will maintain a depth of collection to satisfy that need.

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Objective 5.2 Library users will receive answers to approximately 25,000 information requests in FY 2011-12, increasing by at least one percent each year through FY 2013-14.

Recommended Activities

The Library will offer reference service at all hours the library is open in all three locations as well as by phone and via the Library web page.

Objective 5.3 Adults and students will log at least 20,000 sessions during FY 2011-12 in using the Library's online resources, with sessions increasing by at least four percent each year through FY 2013-14.

Recommended Activities

In FY 2011-12, the Library will offer to all databases previously offered by the Los Angeles County Library System and evaluate the use and effectiveness of those databases. In FY 2012-13, staff will determine the most effective array of databases given the analysis of usage.

Objective 5.4 At least 1,500 adults will attend cultural and educational programs in the library in FY 2011-12, increasing by at least two percent each year through FY 2013-14.

Recommended Activities

The Library will plan and present series of programs for adults

Goal 6

In the Library students will find library materials and services designed to help them succeed in school.

Objective 6.1 The Library will offer live online homework assistance to be used by at least 2,000 students in FY 2011-12, increasing by at least four percent each year through FY 2013-14.

Recommended Activities

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The Library will subscribe to a live, online homework help service that will be available 24/7 in English and Spanish.

Objective 6.2 The Library will provide curriculum support to 750 homeschooling students and parents in FY 2011-12, increasing by at least two percent each year through FY 2013-14.

Recommended Activities

The Library will establish and develop a collection of materials specifically designed to support the curricular needs of homeschooling students and their parents.

Objective 6.3 At least 1,800 young adults will attend cultural and educational programs in the library in FY 2011-12, increasing by at least two percent each year through FY 2013-14.

Recommended Activities

A series of programs for teens ages 13 to 17 will be offered in the libraries, including teen summer reading program, teen book club, Anime club, and special programs and presenters.

A teen advisory committee, with City approval, will be formed to provide a way for young adults to provide advice and suggestions to Library staff to support services to teens.

Goal 7

The Library will provide a community meeting place and a civic focus for residents of Santa Clarita and surrounding areas.

Objective 7.1 At least 100 community sponsored meetings will be held in the Santa Clarita Library in FY 2011-12, increasing by at least five percent each year through FY 2013-14 or until capacity is reached.

Objective 7.2 At least 1,000 persons will use Library study rooms in FY 2011-12, increasing by at least one percent each year through FY 2013-14.

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Goal 8

Adults and young adults in Santa Clarita will possess the literacy skills necessary to lead fulfilled and productive lives.

Objective 8.1 At least 20 adults and young adults will receive ongoing literacy instruction through the library in FY 2011-12, increasing by at least 10 persons each year through FY 2013-14.

Recommended Activities

Library staff will encourage use of library facilities by tutor-learner groups.

Library staff will explore options for funding to support the formation of a structured library-based adult basic literacy program in the library.

Conclusion

As previously noted, by the close of December 2011, data from three to six months of service activity will be used to provide fully quantitative objectives for consideration by the City.

Best practice is for an annual extension of the plan, including its objectives. The extension should incorporate any emerging trends in library use or minor changes in the Library's environment.

Typically, a comprehensive review of the strategic service plan is undertaken every three to five years. If there are major changes in the Library's environment or in library use trends, then a comprehensive review should occur earlier.