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COLUMBIA COUNTY RURAL LIBRARY DISTRICT

Proposed

STRATEGIC PLAN

2018 to 2021

Adopted June 18, 2018

PURPOSE -

A strategic plan is a useful road map for library trustees, staff and the community to follow in meeting goals. The three corner stones of our plan are the vision, the mission statement and the organizational values. Everything in the strategic plan should uphold and reflect these corner stones.

OUR VISION -

Connect, expand and enrich your world.
Anytime and anywhere you need us.

OUR MISSION STATEMENT -

The Columbia County Rural Library District is an accessible and valued resource, committed and responsive to the lifelong learning and recreational needs of the entire community.

OUR ORGANIZATIONAL VALUES -

V1: We serve the community as a reliable source of information.

V2: We provide opportunity and encouragement for children, young adult people, men and women to educate themselves continuously.

V3: We provide access to information so that inquiring minds may encounter original, diverse and critical ideas.

V4: We are responsive and helpful.

V5: We fill our library with a wide variety of materials and services.

V6: We develop and maintain clean, inviting library facilities and render services that keep pace with anticipated population growth and changing community needs.

V7: We provide opportunity for and collaborate with other organizations to provide recreation through the use of literature, music, videos, and other electronic media.

V8: We provide reference, readers' advisory, and borrower services for uses of all ages and background.

V9: We offer the opportunity to learn and use information technology services.

V10: We actively support and defend intellectual freedom and the confidentiality of each patron's use of the library.

V11: We explore and develop alternative library services.

V12: We collaborate with schools and other organizations providing services that complement rather than compete.

GOAL #1 – PATRON ENGAGEMENT AND SERVICES

It is the Library's foremost responsibility to provide services desired by the residents of the District.

- Objective 1:** Actively seek and respond to the input from the community members to encourage personal connection with the library.
- Objective 2:** Host an array of events to meet the community request for free or low-cost educational opportunities and entertainment.
- Objective 3:** Provide complementary educational programming to fill gaps in community education.
- Objective 4:** Services and programming be accessible to all participating patrons.

GOAL #2 – COLLABORATION

The Library will focus on maintaining and nurturing relationships with community partners, bringing our resources to complement rather than compete with community organizations.

- Objective 1:** Increase board and library staff collaboration with regional libraries.
- Objective 2:** Equip Board and staff to advocacy for the library in the community.
- Objective 3:** Continue to assist in identifying and meeting community needs.

GOAL #3 – TECHNOLOGY

The Library will use technology to strengthen the diversity of services and enrich the pursuits and interest of its patrons.

- Objective 1:** Utilize current technology to meet operational needs of the library.
- Objective 2:** Provide community access to current technology within the library campus and via internet services.
- Objective 3:** Provide and host opportunities to teach the public about current technology.

GOAL #4 – STAFF DEVELOPMENT

The Library will provide a supportive atmosphere for on-going professional and personal advancement of all staff members.

Objective 1: Regularly provide robust training to staff so they can proficiently interchange responsibilities as needed.

Objective 2: Bolster staff training so each staff member can successfully interface with the community through multiple forms of communication, including one-on-one direct interaction with patrons, written communication and online transmission through social media.

Objective 3: The Board will work with the Director to improve the current employee salary schedule by including a merit based recognition and compensation system.

GOAL #5 – PROPERTY IMPROVEMENT AND CAPITAL EXPENDITURES

The Board will work with the library director to make financial decisions based on library goals and objectives, budget history, current fundraising opportunities, and fiscal projections.

Objective 1: Optimally utilize both levels of the library and Delany building.

Objective 2: Safeguard assets and services through various security measures including online, structural, and ground security.

Objective 3: Maintain or improve the interior/exterior of the building to make it more inviting, visually appealing, and accessible to all patrons.

Objective 4: Consider long-term conservation as an integral part of capital improvements.