

Columbia County  
Rural Library District

111 S. 3rd St, PO Box 74  
Dayton, WA 99328

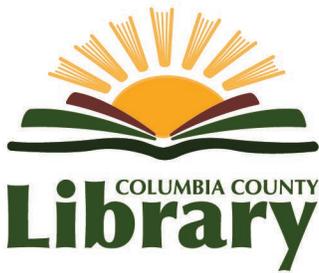
# Columbia County Rural Library District

Board of Trustees Meeting, Monday, June 20, 2022

## Agenda

1. Call to order & roll call
2. Approval of minutes from May 16, 2022
3. Director's Report
4. Financial Report
5. Ongoing Business
  - a. Strategic Plan revision
6. Public Comment Period

Thank you for joining us!



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## Report to the Library Board of Trustees, May 2022

*Director's Report by Todd Vandembark, MLS*

Quote of the Month

“Everything you need for better future and success has already been written. And guess what? All you have to do is go to the library.”

-- **Henri Frederic Ameil** (1821-1881. *Swiss moral philosopher, poet, and critic*)

News

Grants

*COVID Relief Grant*

ALA COVID Library Relief Fund grant of \$20,000, which will be used to supplement our materials budget, purchase new laptops so more patrons can participate in computer classes, supplement funding for Take and Makes and Family Story Hour, and support other areas in the library.

*VR 360 from the WA State Library*

Virtual Reality in 360 (VR 360) is a special grant program that will provide the library with the tools and specialized training needed to create a virtual reality experience. I am partnering with the Dayton Historic Depot to create virtual tour of the depot. This tour will be hosted on the WA State Library's website. The kit contains a 360-degree camera with tripod, wireless microphones, audio recorder, laptop with software, and sturdy carrying case. I traveled to Seattle to attend a 2-day training session on how to use the equipment last week. Funding and equipment are being provided by the WA State Library.

*Wellness Grant*

The library applied for and received a \$500 wellness grant through HRA/VEBA, which provides us with and monitors our health reimbursement accounts. These funds will be used to provide healthy meals for staff at our next 5-6 all-staff meetings.

## Staff and Programming

### Cinco de Mayo

At last month's Cinco de Mayo event at the elementary school, three members of the Friends of the Library set up a table to promote library programs and services, including our Summer Reading Program.

### Bike Decorating

The library saw a total of 11 adults and children decorate bikes for the Dayton Days parade. Todd was joined by over a dozen kids to lead the parade on Saturday, including kids that showed up for the parade. Thanks to Belinda at the Dayton Chamber of Commerce for directing kids who wanted to be in the parade to join our group.

### Summer Reading Program

For our SRP kickoff event, over 91 people attended with 46 kids, 4 teens, and 29 adults signing up for the program. Thank you to the volunteers – Pearl, Lois, and Sharon – for helping make the kickoff a great success! And thank you to the Friends for providing funds for this event and program. Details about the SRP are listed in the flyer.

### Computer Classes

I will be offering another Computer Basics class on Saturday, June 25, 2022, starting at 9:00 am in the Delany Building. If you know of anyone who might benefit from this class, please share this information with them. More classes will be scheduled in the weeks to follow.

*Goodwill Connect* (part of Goodwill Industries) offered a grant-funded program for people who do not own computers to obtain a Chromebook and accessories, along with a one-hour, personalized training session. This program was advertised at our computer classes and several local residents were able to take advantage of it before they ran out of computers.

### VR Happy Hour

Using a virtual reality (VR) headset and laptop provided by the WA State Library, we have resumed offering our "VR Happy Hour" on Tuesdays and Thursdays from 1:00 – 3:00 pm for teens. Nala Watters is sharing her expertise in this area and overseeing these events.

## Discovery Kids

DK continues to be our most popular program, with anywhere from 10-20 children and 7-15 parents and grandparents in attendance.

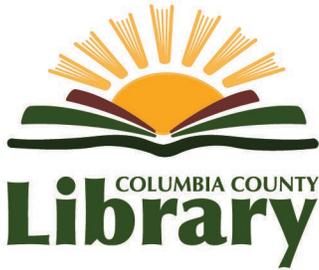
## Events of Interest to Trustees

United for Libraries Virtual: Trustees – Friends – Foundations 2022

Dates: August 9-11, 2022

This three-day virtual event featured expert speakers on current topics facing library Trustees, Friends, Foundations, and staff who work with them. Registration, event schedules, and program descriptions are available on the ALA website, United for Libraries Division:

[https://www.ala.org/united/events\\_conferences/virtual](https://www.ala.org/united/events_conferences/virtual)



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# COLUMBIA COUNTY RURAL LIBRARY DISTRICT

Proposed

## STRATEGIC PLAN

2022 to 2025

Drafted May 23, 2022  
Revised June 14, 2022

## **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 **all patrons and community members** to educate themselves continuously. **(edit from Todd V.)**

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 use by patrons of all ages and backgrounds. (TV)

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.

(Continued on next page.)

## 2022-2025 Strategic Plan Goals

### GOAL #1: PATRON ENGAGEMENT AND SERVICES

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

<p>Objective 1</p>	<p>Host an array of events to meet the community request for free or low-cost educational opportunities and entertainment.</p> <ul style="list-style-type: none"> <li>• Outreach events to preschools, The Club, the senior center and the new senior residence.</li> <li>• <b>Host Humanities Washington events. (staff suggestion)</b></li> <li>• Teen-focused events such as virtual reality (VR) activities</li> <li>• Summer Reading Program, family programs, Book Chat / book clubs</li> <li>• <b>Invite the Walla Walla Audubon Society to Flour Mill Park in June for another bird watching along the river levee. (from Sharon Mendel)</b></li> <li>• <b>Host a Chamber breakfast, when reinstated.</b></li> <li>• <b>Acknowledge and celebrate library contributors, (FOL, taxpayers, etc.) with events at the library (from Karin Spann)</b></li> </ul>
<p>Objective 2</p>	<p>Provide complementary educational programming to fill gaps in community education.</p> <ul style="list-style-type: none"> <li>• Seed library and gardening lectures and presentations</li> <li>• <b>Humanities Washington (TV)</b></li> <li>• <b>Reach out to WWCC Continuing Education for program alerts. (SM)</b></li> <li>• <b>Host at least one workforce training event each year. (KS)</b></li> </ul>
<p>Objective 3</p>	<p>Actively seek and respond to the input from the community members to encourage personal connection with the library.</p> <p><b>Replace above sentence with, “The Library Director, in collaboration with the Board of Trustees, will create a bi-annual ‘Public Engagement Plan’ designed to actively seek and respond to input from community members in order to foster a personal connection to the library. (TV)</b></p> <ul style="list-style-type: none"> <li>• Conduct another “Public Engagement Survey” to elicit input from patrons and stakeholders</li> <li>• <b>Replace above with, “Conduct bi-annual public engagement surveys to elicit input from patrons and stakeholders, including patrons not currently using the library.” (TV)</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Provide event participants with short evaluation forms or an online evaluation form to provide feedback to staff.</li> <li>• Continue to dedicate staff time for community outreach.</li> <li>• If patrons are not using the library, do a survey to find out why. (from Chuck Beleny)</li> <li>• Post reminders on promotional materials that lift is available to the Delany room and lower level of the library.</li> <li>• Monitor public advertising to ensure information is current. (KS)</li> </ul>
Objective 4	<p>Ensure that services and programming is accessible to all participating patrons</p> <ul style="list-style-type: none"> <li>• Host virtual and bi-modal events</li> <li>• User-friendly and accessible website and social media</li> <li>• Conduct programs outside the library: trivia night, the senior center, The Club, and others.</li> </ul>

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	<p>Equip board and staff to advocate for the library in the community.</p> <ul style="list-style-type: none"> <li>• Assisting with marketing materials (FOL info., Book marks), school registration participation, Take Back the Night.</li> <li>• Possibly have staff participate in one community organization</li> </ul>
Objective 2	<p>Increase Board and library staff collaboration with regional libraries.</p> <ul style="list-style-type: none"> <li>• Board and FOL members attending Conferences, connecting with Washington Library Association resources (Talking books thru the Library of Congress)</li> <li>• Collaborate with area libraries for programming.</li> <li>• Field trips to other libraries</li> </ul>
Objective 3	<p>Continue to assist in identifying and meeting community needs.</p> <ul style="list-style-type: none"> <li>• Continuing contact with The Club, Dayton School District, DSCH Health Department, Senior Center, Aging and Long-Term Care (SM). Seek further interaction with the Dayton Hospital, Blue Mountain</li> </ul>

	<p>Counseling, City Council, Palus and Depot Historical Societies (KS), Booker Rest Home.</p> <ul style="list-style-type: none"> <li>• Interview service agencies and businesses to identify resources available in the community and the best ways to implement them.</li> <li>• Community Calendar through Library</li> </ul>
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**GOAL #3: STAFF TRAINING AND DEVELOPMENT**

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

<p>Objective 1</p>	<p>Regularly provide robust training to staff so they can proficiently interchange responsibilities as needed.</p> <ul style="list-style-type: none"> <li>• Regular new-hire checklist</li> <li>• Quarterly require 3 training hours per employee</li> <li>• Create categorized Key Success Indicators (objective criteria); such as patron satisfaction, program development and implementation, employee performance, and training completion to be used in regular employee feedback and evaluation.</li> <li>• Offer continuing education to those employees with position of Library Assistant II and have completed the new-hire probationary period.</li> <li>• Provide time for coaching and mentoring within group of employees.</li> </ul>
<p>Objective 2</p>	<p>Strengthen staff training so each staff member can successfully interface with the community through multiple forms of communication, including one-on direct interaction with patrons, written communication, and online transmission through social media.</p> <ul style="list-style-type: none"> <li>• Use training offered through American Library Association (ALA) and Washington Library Association (WLA) to improve and remain up to date in community access information.</li> <li>• Cross train all staff in use of social media accounts (Facebook, Instagram) and participate in local networking groups.</li> </ul>
<p>Objective 3</p>	<p>The Board will work with the Director to create an employee salary schedule that is reflective of best practices and current living costs.</p>

#### GOAL #4: TECHNOLOGY

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

Objective 1	Utilize current technology to meet operation needs of the Library. <ul style="list-style-type: none"> <li>• Removal of non-working, unused items to be sold or donated; allowing space for high quality technology</li> <li>• Offer virtual reality and other newer technologies.</li> </ul>
Objective 2	Provide and host opportunities to teach the public about current technology. <ul style="list-style-type: none"> <li>• Expand computer classes content and frequency</li> <li>• In person demonstrations of online Library resources. (KS)</li> </ul>
Objective 3	Provide community access to current technology within the Library campus and via internet services <ul style="list-style-type: none"> <li>• Seek out funding to expand hotspots lending program and add additional devices such as tablets.</li> <li>• Create additional public access computer workstations.</li> </ul>

#### GOAL #5: Fiscal Responsibility

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	To maintain a minimum of \$200,000 in cash reserves to safeguard operational cash flow
Objective 2	To limit current year operational expenses to current year projected revenues. <ul style="list-style-type: none"> <li>• The Director and treasurer will monitor tax income from the closure of Columbia Pulp and adjust 2022 budget to meet projected income, supplementing from reserves only to maintain current staffing levels.</li> <li>• The Director and Chair will consult with Columbia County treasurer and auditor prior to development of 2023 and 2024 budgets to determine long term effect of Columbia Pulp closure and adjust budget projections accordingly.</li> </ul>
Objective 3	To optimally utilize grants and trust fund payouts to supplement revenues generated from tax dollars.

	<ul style="list-style-type: none"> <li>• The Director will identify the amount of and use of supplemental funds during budget creation. (KS)</li> </ul>
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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	<p>Optimize utilization of both levels of the library and Delany building.</p> <ul style="list-style-type: none"> <li>• Replace aging carpet in the Delany and lower level of the Library.</li> <li>• Enhance the lower level of the library with new paint, etc. (SM)</li> <li>• (Move the two bullet points above to Objective 2 below. TV)</li> <li>• Seek grant funding to update the Classroom/Resource Room to create a multimedia meeting space.</li> </ul>
Objective 2	<p>Maintain or improve the interior/exterior of the building to make it more inviting, visually appealing, and accessible to all patrons.</p> <ul style="list-style-type: none"> <li>• Enhance the lower level of the library with new carpet and paint. (TV)</li> <li>• Replace carpet in Delany room. (TV)</li> <li>• Work with Friends, Board members, and community volunteers to maintain and enhance current landscaping and flower beds.</li> </ul>
Objective 3	<p>Consider long-term conservation as an integral part of capital improvements.</p> <ul style="list-style-type: none"> <li>• Use non-chemical cleaners</li> <li>• Upgrade all heating and cooling to more efficient heat pumps.</li> <li>• Investigate energy conservation programs that may be available to public entities. (KS)</li> <li>• Use non-harmful weed-killer and insecticides. (staff suggestion)</li> </ul>

GOAL #7: STAFF AND PATRON SAFETY

Objective 1	<p>The Director will create and annually review a building safety plan, including but not limited to emergency evacuations, evacuation drills, CPR training, enforcement of safety policies, and communication within the library and public emergency service personnel.</p> <ul style="list-style-type: none"> <li>• Using best available practices maintain a stock of first aid supplies, including EPI pens and Narcan</li> </ul>
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	<ul style="list-style-type: none"> <li>• Designate a safety officer who will schedule CPR training, evacuation drills, defibrillator maintenance, and monitor first aid supplies.</li> <li>• Post evacuation drill dates and invite patrons to participate.</li> <li>• Post Safety Plan on Library website</li> </ul>
Objective 2	<p>All staff will be trained in best practices for maintaining workplace safety</p> <ul style="list-style-type: none"> <li>• Annual workplace safety trainings will be provided for all staff including Pages</li> <li>• De-escalation techniques will be included in customer service training.</li> </ul>
Objective 3	<p>The Director will monitor and adhere to best practices for patron and staff safety relating to Pandemic or other health or safety hazards identified by the State of Washington for public entities.</p> <ul style="list-style-type: none"> <li>• Continue to enforce the Library as non-smoking and drug-free zone</li> <li>• Continue to enforce restriction of fire arms within the Library</li> <li>• Amend pandemic response as needed. (KS)</li> </ul>

Karin Spann suggested attaching the most recent Public Engagement Plan to the strategic plan (see next page).

## Appendix A Public Engagement Action Plan 2021-2022

### Purpose

1. To actively seek and respond to input from community members in order to foster a personal connection with the library.
2. To provide clear strategies for staff, trustees and the public for positive communication.

### Background

Our Public Engagement Plan is intended to be a **framework** identifying ways to interact with our community, with special attention made to identifying and developing ways to work with underserved or hard to reach populations in our District. This is a **starting point** intended to offer guidance to staff and trustees for **ongoing** community engagement.

### Plan

#### Identifying our Stakeholders.

- Who are we targeting with this plan?
- Active or occasional patrons of all ages (children, adults, elders, families), including users of internet services, copier service, after hours programs, and groups using the Delany Room.
- Taxpayers (patrons and non-patrons)
- Public officials (local, state)
- Schools, community groups and other organizations
- Hard to Reach populations:
  - People with limited internet access and or limited use of social media
  - Those with difficulties reading standard print materials
  - Individuals with mobility issues, in residential care
  - Individuals for whom English is not their first language.
  - Veterans
  - Those incarcerated in the local jail.
- Cooperating agencies and libraries

## Identified Strategies

### Marketing and Informational

#### Current and Ongoing

1. Production and distribution of flyers, brochures, in library and events
2. Posters in downtown business windows, Chamber of Commerce
3. Weekly Library News article in Dayton Chronicle
4. Weekly online newsletter
5. Facebook and webpage news and information
6. Paid advertising, theater, chamber digital board at town entrance
7. Outside reader board
8. Web page calendar of events
9. Online posted Board of Trustees, minutes, agenda, policies

#### New Initiatives

- Target more people with online newsletter
- Redesigned website more compatible with mobile devices
- Semi-annual reports to City Council and Board of Commissioners by Director and/or Board Chair beginning February 2022.
- Featured Board members item on homepage.

#### Community Outreach

1. Summer Reading Program to expose community members to library programming.
2. Targeted out-of-library programming and events such as:
  - a. Mobile services to senior citizens at senior center and senior living residences
  - b. Direct outreach and coordinating activities with schools (Dayton/Starbuck) and to The Club.
  - c. Working directly with teachers to sign up students for cards and library tours.
3. Involvement in community activities such as the fair.
4. Use grant funds to offer free activities to targeted groups (ex. Meals at family story time, prizes for summer reading).
5. Direct contact with representatives of underserved groups.

#### New and Renewed Initiatives

- Social media outreach via Facebook polls and other interactive posts.
- Boost community volunteerism by Friends, Trustees, and library staff to advocate for the library to non-user.
- Encourage trustees to attend or assist with library programming to become more effective advocates.
- Advertised Library card sign up month with prize incentives.

## **Direct Services**

### **Current and Ongoing**

1. Direct in-library, telephone, and online assistance and reference services.
2. Online purchase suggestions and Patron Picks Stickers
3. Scheduled Staffed curbside outdoor activities.

### **New and Renewed Initiatives**

- Promote community member participation as guest readers, story tellers, and book reviewers; travel or lecture presenters.
- Ongoing customer service training and mentoring for front desk employees.
- In cooperation with Director of new assisted living facility, create programming events for residents.
- Identify some specific actions that target underserved identified above