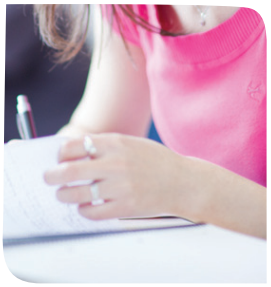
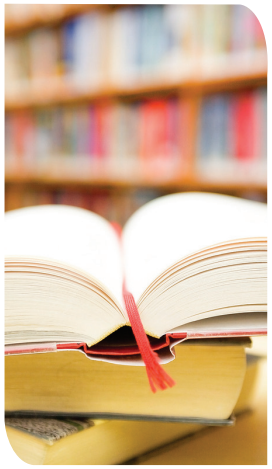

STRATEGIC PLAN for the Riverside County LIBRARY SYSTEM

July 2013 – June 2016

Riverside County LIBRARY SYSTEM

COUNTY OF RIVERSIDE EDA ECONOMIC DEVELOPMENT AGENCY

Riverside County
Board of Supervisors

JOHN BENOIT, CHAIR

MARION ASHLEY

KEVIN JEFFRIES

JEFF STONE

JOHN TAVAGLIONE

Economic Development Agency

ROB FIELD ASSISTANT COUNTY EXECUTIVE OFFICER/EDA

LISA BRANDL MANAGING DIRECTOR

SUZANNE HOLLAND ASSISTANT DIRECTOR

Riverside County
Library System

BARBARA HOWISON LIBRARY ADMINISTRATOR

BARBARA BOWIE ZONE MANAGER

SHERRY MARTINEZ ZONE MANAGER

DAWN WASLEY ZONE MANAGER

Special thanks to: Yesenia Araiza, Sylvia Weck, and Sue Goodwin

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INTRODUCTION

A MESSAGE FROM
BARBARA E. HOWISON
LIBRARY ADMINISTRATOR

This three year Strategic Plan July 2013-June 30, 2016, for the Riverside County Library System represents many hours of discussion and deliberation by community groups of residents in the County of Riverside and staff members of the library system.

Dozens of community members were recruited from five communities, one from each of the County Board of Supervisors District, to attend scheduled planning sessions. Participants from the local jurisdictions included representatives from cities, municipal advisory councils, education, Chambers of Commerce, non-profit organizations, service clubs, Friends of the Library groups and senior centers. Mark Smith, LSSI's Vice President for West Coast Operations, facilitated the meetings.

Sessions began with a community visioning process followed with a SWOT analysis with attendees identifying the Strengths, Weaknesses, Opportunities, and Threats of their community.

After completing the SWOT analysis, the Library Manager spoke to the group about the services and programs the library provides. The group then began narrowing down the discussion to which areas the library would be able support.

Notes from these sessions and the resulting observations were reported to the Library Management Team who, in turn, held meetings with library managers to discuss their goal setting strategies reflecting the compiled comments and recommendations.

The goals created from this entire process are identified in this document. We hope you like this plan as we believe that it provides an exciting roadmap for the long-term growth and excellence of the Riverside County Library System.

Barbara Howison, Library Administrator

DOCUMENT OVERVIEW

This document represents the 3 year strategic plan for the Riverside County Library System (RCLS), July 2013 – June 2016.

Achieving the goals outlined in this plan requires effort and coordination between the Library, the County of Riverside Economic Development Agency, the Friends of the Library, and the support of public and private funders along with interested patrons and residents.

GATHERING INPUT FOR THE PLAN

Community and staff input for this plan was gathered over many months through group sessions and staff meetings. Additional information was gleaned from Comment Cards submitted from patrons and Contact Us comments from the RCLS website.

Group sessions
Five group sessions were conducted throughout the five supervisorial districts of the County to gather input for members of the communities. Both users and non-users of the library participated.

Staff meetings
Additional meetings were held with staff to discuss the results of the groups' discussions and to begin the process of the goal setting phase of the plan.

Comment Cards and Contact Us Comments
Dozens of cards and comments were received during this process, many referencing desired services, collection enhancements, and technology related suggestions.

Community Focus Group Members

ALMUENA THELMA
ARNOLD LINDA
BEDFORD HELEN
BOWMAN JERRY
BURCH PAULA
BUTLER RON
CALAMBROGIO GIOVANNA
CALIVA ROBERT
CALLAWAY LINDA
CAVE CARMEN
CHERRY CARYN
COLUMBRA MIKE
COOPER MARK
COUSINS LEE
CRATER MARY
DAVIS TRACY
DENVER LINDA
DENVER JOHN
DUNLEAVY JIM
ESCOBAR GRACE
FREY JEAN MARIE
FUHRMAN TOM
GAUNT KEN
GOMEZ ANNA
GREEN SHIRLEY
GREENBERG JONATHAN L.
HANSEN ALMA
HELLWEG OPAL
HERNANDEZ GLORIA
JOHNSON ROB
JOHNSTON DONNA
KROENCKE ERIC
KUENZI DARCY
MACDONALD CHRISTOPHER
MARTINEZ MARITZA
MILLER ANNE
MILLER DOUG
NAVARRETE CESAR
NYLAND MONICA
O'DONNELL BUD
PARKS YVONNE
PETERSON PETE
PIHL JOHN
PLUTE JEANINE
PYE JAN
REED DOT
REYES CHRYSTEE
ROBBINS BILL
ROMERO CHARLES
STONE JEFF
TOWELS NORMAN
TWYMAN FRED
VILLANNEVA TONY
VIZCARRA LYNANA
WILLIAMS GILBERT
WILLIAMS YOLANDA
WOLONS DOROTHY

THE LIBRARY AND COMMUNITY

Riverside County
LIBRARY SYSTEM

MISSION statement

Acknowledging the cultural diversity of our communities, the Riverside County Library System, in partnership with these communities, provides lifelong learning opportunities through equal access to informational, recreational, and educational materials.

VISION statement

THE RIVERSIDE COUNTY LIBRARY SYSTEM ENHANCES QUALITY OF LIFE IN OUR COMMUNITIES BY:

PROMOTING OPPORTUNITIES to engage in reading and encourage information literacy.

PROVIDING EXCEPTIONAL CUSTOMER SERVICE in a welcoming environment.

PARTNERING WITH LOCAL COMMUNITY GROUPS, schools and businesses to promote use of our services, resources, and facilities to generate support for our libraries.

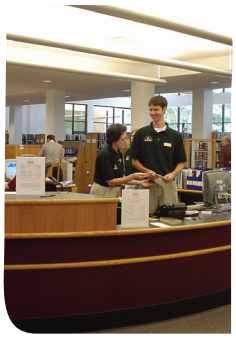
RECOGNIZING AND SERVING the diverse needs and expectations of our changing communities.

PROVIDING ACCESS to global information by incorporating current and emerging technologies.

CREATING PUBLIC AWARENESS of the library as a community gathering place for educational, cultural, and recreational activities.

The Riverside County Library System (RCLS) serves one of the largest counties in the United States. Population growth combined with the county's vast size—over 7,000 square miles means we need many libraries spread over a large geographic area. Although there are pockets of communities served by other jurisdictions, the libraries listed on the organizational chart give you an idea of our service area.

The library system has replaced or renovated most existing facilities and added 11 new sites in the past 15 years. As of June 2013, the library system includes 35 branch libraries, two bookmobiles, a City museum, and the Library Management Office/RCLS Automation Center.



HERE ARE HIGHLIGHTS OF SOME OF OUR SERVICES YOU MIGHT NOT BE FAMILIAR WITH:

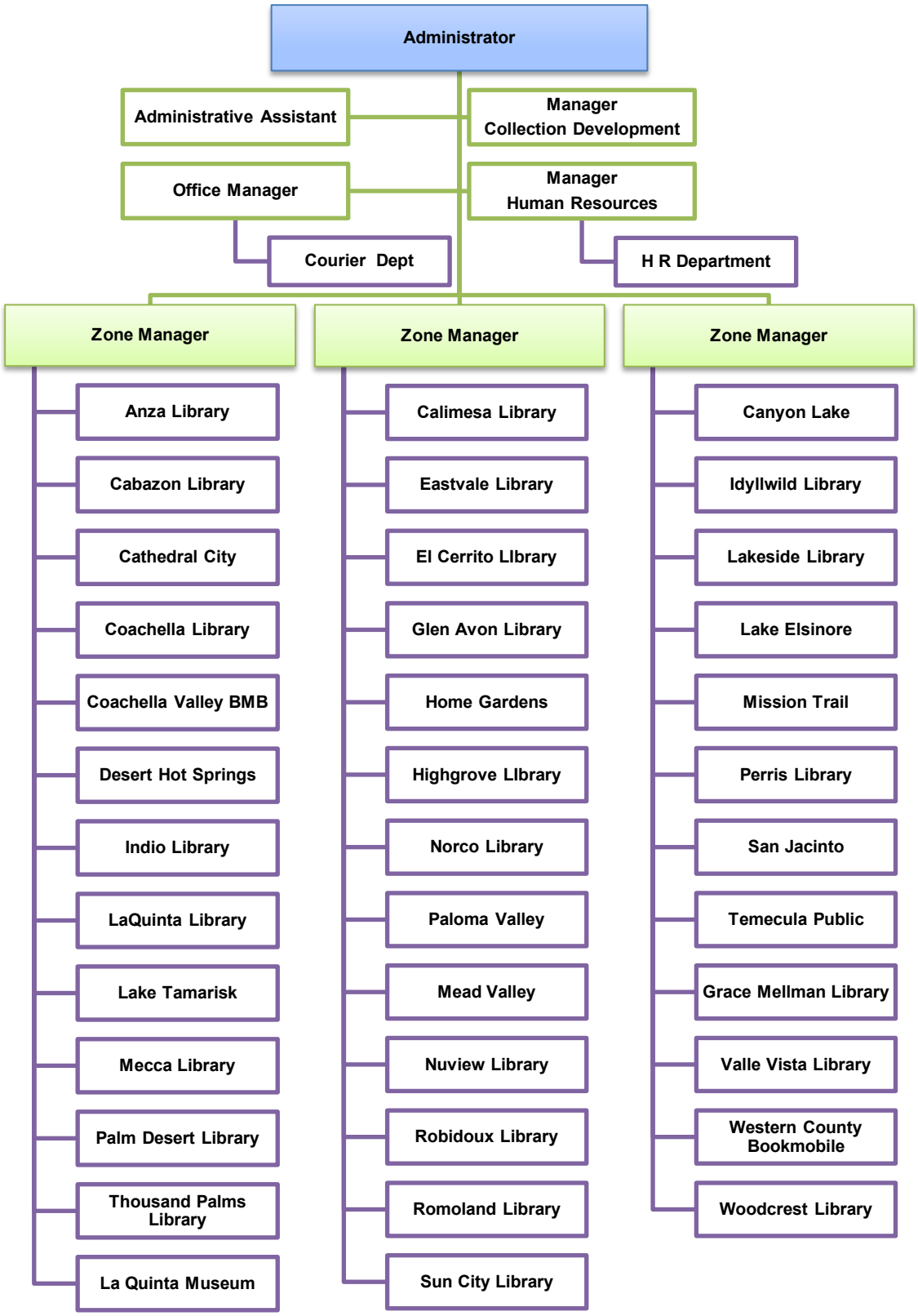
Some of the technology changes include RFID (Radio Frequency Identification) with self-checkout and bin sorters for returned books, wireless connectivity (WiFi) at almost all of our libraries with the remaining six due to have this capability by the end of this fiscal year, downloadable music (Freegal), eBooks, MP3 players with audio books installed on them (Playaways), and video games, all this over and above many public access computers. Some libraries have laptops, iPads, and eReaders available for the public.

Along with many useful databases with access from every library and some from remote (including home) computers, RCLS offers Brainfuse HelpNow. This is a comprehensive suite of online academic services designed to support many learning needs and styles—live online homework help, academic skills-building, a writing lab, a foreign language (Spanish) lab, study aids, and collaborative tools.

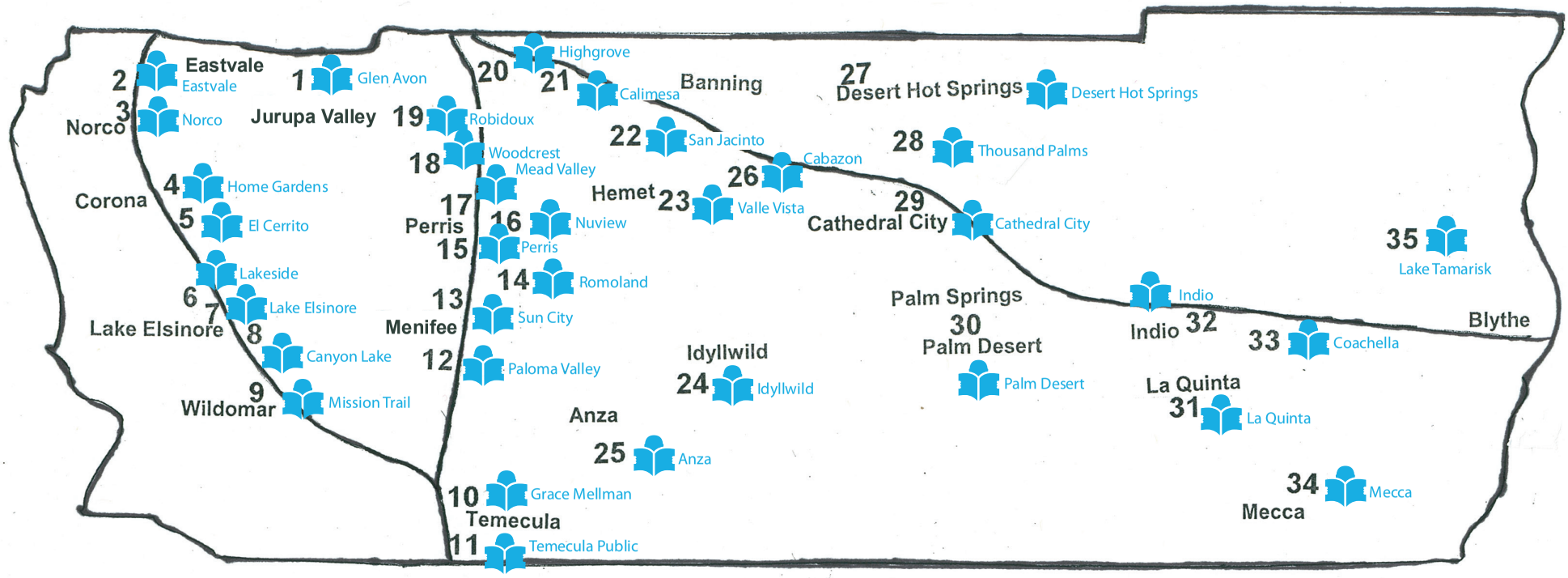
FlashBooks! Is a print-on-demand service based at the Grace Mellman Library in Temecula. Customers can order print-on-demand books from a large catalog or arrange, for a fee, self-publishing of their own works.

The RCLS Literacy Program, supports adult literacy, family literacy, and English as a Second Language. It is funded by grants, donations from generous supporters and successful through a lot of effort by fantastic volunteers.

RIVERSIDE COUNTY LIBRARY SYSTEM ORGANIZATION CHART



COUNTY OF RIVERSIDE LIBRARIES



ABOUT OUR GOALS: AN OVERVIEW

Based on feedback from the community and staff, the library has identified a variety of over-arching Strategic Goals. Under each of these Strategic Goals are more specific goals and objectives that are aligned to support Strategic Outcomes in our communities.

TELL OUR STORY:
Network with our Communities

GOALS

- Increase the visibility of the library
- Develop Community Partnerships
- Increase staff's awareness of community needs and resources

OBJECTIVES

• Increase social networking including a Facebook page for each library

• Each library will create a guide/list of community services and will contact at least 2 of these organizations in order to form partnerships for events and programs

• In conjunction with local organizations or service groups 10 libraries will develop diverse programming to use as templates for the entire system i.e. California State Library's Veterans Project with local VFWs

• Each manager will prepare a collection development plan using the Collection Performance Report to meet the needs of their specific communities

• Increase community outreach with every manager and/or other staff person attending at least 4 Chamber of Commerce meetings, Municipal Action Council meetings, community-wide events, or similar outreach efforts

VISIT A COMFORTABLE PLACE

GOALS

- Make the Library a welcoming, comfortable, safe place to visit
- Provide areas for our public to meet and interact with others or to sit quietly and read
- Create open and accessible spaces to meet the needs of diverse populations

OBJECTIVES

- Improve security inside and outside of libraries based on incident reports
- Create a brochure to promote public and private use of the libraries' community rooms
- Create a template for an attractive teen area for libraries to use as a planning guide
- Identify best practices for a good balance for patrons who are using technology and those expecting a more traditional environment
- Review interiors of all libraries older than 5 years or a remodel older than 5 years and offer five design changes for each of these sites to meet the needs of their patrons

SATISFY CURIOSITY:
Lifelong Learning

GOALS

- Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals
- Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives

OBJECTIVES

• Offer four English as a second language classes at three regional sites totaling 12 sessions

• Offer adult literacy tutoring in all three zones holding three tutor training sessions, one in each zone

• Purchase $2000 of literacy materials to support both ESL and one-on-one tutoring

• Provide workshops and lectures around civic engagement and personal interests. Six libraries will participate in CAL Humanities programs on civic engagement.

• All libraries will hold at least one event to encourage lifelong learning

• Develop programs that relate to job searching, use of technology, financial planning and other currently requested topics at five of our libraries and share the curriculum and program outline with the entire library system.

• The library system's Collection Development Manager will create materials selection list on specific areas of diversity identified from Focus Groups, Comment Cards, Contact Us recommendations and other communications from the public

CHILDREN AND TEENS

GOALS

- Create Young Readers: Provide programs and services designed to ensure that children will enter school ready to learn to read, write, and listen.
- Succeed In School: Students will have the resources they need to succeed in school.
- Learn to Read and Write: Teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities later in life as parents, citizens, and workers.
- Express Creativity: Teens will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

OBJECTIVES

- All libraries will hold Dia de los Ninos/ Dia de los Libros events
- 2 additional libraries will offer bilingual storytimes
- Each manager or youth service staff person will contact 2-5 schools to arrange visits to school sites or class visits
- 10 large libraries will offer training sessions for students on database use including Brainfuse
- The library system's 3 Zone Managers will identify for each library in their area of supervision organizations with similar goals such as preschools, tutoring centers, teen centers, etc. and encourage library staff to develop partnerships with these groups
- 4 additional libraries will establish teen book clubs
- 2 libraries will partner with community groups to provide after school tutoring i.e. Interact Clubs
- 2 libraries will adopt Temecula Public Library's grant funded program providing services to those with special needs
- 2 libraries will write grants or identify other sources of funding to purchase equipment and supplies for graphic arts, film, and other visual art activities
- 4 libraries will form creative writing clubs and publish collections using Flashbooks!

COMMUNICATION

GOALS

- Develop effective methods of communicating throughout the library's organizational structure
- Develop effective methods of communicating with our community leaders, organizations, and residents

OBJECTIVES

• Ask all staff for ideas about better communication within the library organization then implement them to see which are the most successful using online surveys, manager meetings, and All Staff Development Day sessions

• The Management Team, with help from Automation, will develop the RCLS intranet to make it a viable and up to date tool for all staff

• All library managers will identify needed items for library displays and Administration will arrange with EDA methods of purchasing or locating appropriate furniture and supplies

• Continue to promote internal committees such as Libraries Going Forward, STARS, and the Tech Team to brainstorm forward thinking concepts to improve services to our public,

• Offer 4 training sessions for staff with help from EDA's Marketing Department on press releases, public speaking, and available social networks and other tools to reach out to our community members

• Automation will continue to offer ideas and training on electronic methods to promote library services while attending 3 Zone Managers meetings

• Management will discuss and develop a plan to engage staff in some level of embedded librarianship and implement 1 pilot project

• Library Administrator will work with the County EDA's marketing department to develop techniques on marketing library resources and programs

• The 3 Zone Managers will compile advice and tips from libraries that have successfully branded and marketed their services that will then be shared system-wide

• Assign 1 staff person to collate patron requests and information from Comment Cards, Contact Us emails, and other communications and review at monthly Management Team meetings to increase awareness of areas needing improvement. Team members will evaluate and develop appropriate action plans