

Yakima Valley Libraries

2019-2020

Strategic Plan

Reading for Pleasure

Patrons who want materials to enhance their leisure time will find what they want, when and where they want them and will have the help they need to make choices from among the options.

People read because they enjoy learning, gaining knowledge, and discovering information. In their 2012 report, the PEW Center asked people why they read. Escaping reality, becoming immersed in another world, the drama of a good story, accessing a variety of topics and just enjoying some relaxing time were all answers people shared. In today's world, the Library must be adept at helping people locate and access to information in new ways. The unique composition of the Library helps people enhance their reading options by drawing on its collection, technology, and skilled librarians to provide varied reading experiences. (Pew Research Center, *Why People Like to Read*, April 5, 2012.

<http://www.pewinternet.org/2012/04/05/why-people-like-to-read/>)

Goal #1: Yakima Valley Libraries will maintain and improve a physical and digital collection to promote reading for pleasure.

- A. By July 31, 2020, the Collection Development Department in conjunction with the Zone Managers, will **maximize** the use **Collection HQ** by managing, promoting, evaluating, and improving the YVL collection.
- B. By Dec. 31, 2020, the annual **circulation** of all material will increase by 5%.
- C. By Dec. 31, 2020, YVL will explore pathways to provide easy access to library materials and resources to (all ages) students.
- D. By Dec. 31, 2019, YVL will create and produce a monthly 'Reading for Pleasure' newsletter including reading tips & ideas for patrons of all ages.

Comfortable Places

Patrons will have welcoming physical spaces. Color, light, shapes, texture, and space impact our environment. Well-designed spaces can inspire and “encourage us to engage with our world and achieve our goals” (WebJunction. *Library Spaces that Keep Customers Coming Back*, January 2014. <https://www.webjunction.org/news/webjunction/library-spaces-that-keep-customers-coming-back.html>)

Yakima Valley Libraries has 17 locations throughout Yakima County. Of those locations, Yakima Central Library, West Valley Community Library, Selah Community Library, and Sunnyside Community Library are buildings owned by the Library District. The other 13 locations are spaces provided by Friends of the Library, Community Associations, or local cities. These library spaces range from 398 square feet to 11,176 square feet. Whatever the size, it is the goal of the Library to provide welcoming and accessible spaces to its patrons.

Goal #1: Yakima Valley Libraries patrons will have facilities that are clean, comfortable, and accessible.

- A. By Dec. 31, 2020, YVL Facility Assessment will drive goals by, among different plan actions, reviewing the facility study created by BORArchitecture, revisiting existing demographic studies and projections, determining options that will work for our library district, and finding positive ways to get staff and community buy-in of potential district and building changes.
- B. By July 31, 2020, YVL will explore bilingual (ENG/SPA) signage for all the YVL community libraries and presenting an action plan.
- C. By Dec. 31, 2020, YVL will offer space to access archive and special library collections by constructing and opening to the public the future YVL Northwest Room.

Connection to the Online World

Patrons will have access to the digital world.

The demographics show that 20.5 percent of Yakima County's citizens are below the poverty level. That means that these households may not have access to computers or modern technology. The gulf between those who have ready access to computers and those who do not widens the digital divide leaving behind those who do not have access to computers and technology. The public library continues to build bridges allowing everyone essential access to current and emerging technologies.

Goal #1: Yakima Valley Libraries will provide relevant innovative technology to library patrons.

- A. By Dec. 31, 2020, the number of patrons utilizing technology-related activities will increase 5%, i.e. Lynda.com, Learning Express.
- B. By July 31, 2020, YVL will explore a color printing option in all the full-service community libraries.
- C. By July 31, 2020, YVL will review and explore bandwidth connections and future enhanced options available.
- D. By July 31, 2020, YVL will explore a wireless printing option in all the full service community libraries.

Goal #2: Yakima Valley Libraries will offer Wi-Fi access where feasible.

- A. By Dec. 31, 2020, YVL will provide wireless access to Library services based on where feasible by exploring alternate wireless options, i.e. wireless hot spots, etc.

Lifelong Learning

Patrons will have the resources to explore topics of personal interest and continue to learn throughout their lives.

“The public library, the local gateway to knowledge provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups” (Haggstrom, Britt Marie, Ed. B. *The Role of Libraries in Lifelong Learning*. March 2004. P. 1.) Lifelong learning dissolves boundaries provides individuals the opportunity to effect change in their lives and ultimately their communities.

Goal #1: Patrons will enjoy a variety of collections, online resources, and services for their personal enrichment and growth.

- A. YVL will provide relevant and instructional workshops for all ages, i.e., genealogy, 3D printing, coding.
- B. YVL will explore future collaborations with Yakima Valley school districts to bring students an easy access to Yakima Valley Libraries services and resources.
- C. By Dec. 31, 2020, students will find services and materials at the library to assist in their transition from high school to post-high school life.
- D. By July 31, 2020, YVL will explore patrons’ interest in online resources.
- E. YVL staff will continue receiving training on online resources.
- F. By Dec. 31, 2020, YVL will explore collaborations with local organizations (YHR, Capitol Theater, Yakima Symphony, Chambers of Commerce, etc.).

Early Literacy

YVL will provide children, from birth to 3rd grade, with programs, services and resources that support school readiness, literacy skills, and continued educational development.

It is critical for young children to be ready to read by the time they enter school. It is proven that children who have been read to at home come to school with important basic early learning skills. "As babies and toddlers develop, they first become aware of and then start to make sense of their world. The years from birth through 3rd grade lay the foundation for a child's future learning. This is the time to maximize each child's learning potential" (Washington State Early Learning and Development Guidelines. Birth through 3rd Grade. 2012.

<http://www.del.wa.gov/publications/development/docs/guidelines.pdf>. Public libraries can play an integral role in early learning and early literacy through the provision of books and materials, development of structured story times supporting early reading skills, and informational assistance to families and caregivers.

Goal #1: Children from birth to 3rd grade will have programs, tools, and services designed to ensure they will enter school ready to learn, to write, read and listen.

- A. By December 31, 2020, YVL will continue to provide weekly story time and lapsit programs for infants and caregivers using picture books, rhymes, songs and movement to develop early literacy skills and model them for parents/caregivers.
- B. By December 31, 2020, YVL will explore renaming and rebranding children reading programs.
- C. By December 31, 2020, YVL will circulate a selection of materials for young children organized around a theme, checked out together in a bag for their convenience, i.e. Stories to Go.
- D. By December 31, 2019, YVL will circulate Playaway Launchpads, pre-loaded tablets that contain high quality, ad-free learning apps for young children.

Goal #2: YVL will strengthen community relationships and organizational collaboration to support and cultivate early learning opportunities for young children and their families.

- A. YVL will continue to collaborate with the *Investing in Children Coalition* to provide early education support and instruction through family engagement.

Manage Resources

YVL will effectively manage resources and services to meet community and library needs.

Goal #1: Effectively manage YVL resources and services to meet community expectations.

- A. By December 2020, YVL will explore ways to increase public satisfaction with Library hours, staff assistance, services and facilities.
- B. By September 2019, Yakima Valley Libraries will review all the core documents needed to successfully support strategic planning.
- C. YVL Trustees will cultivate collaborative partnerships with community organizations, businesses and non-profits (creating mission synergies for programs and services).
- D. Yakima Valley Libraries will prioritize resources to, among others, maintain a capable and well-trained staff, bring comfortable and safe facilities to our patrons, and provide long term financial sustainability through equitable, accountable, and reliable funding options -and the best path forward.
- E. By December 31, 2020, YVL will initiate community engagement conversations.
- F. During the current strategic planning time range, Yakima Valley Libraries will continue to work on a Long Range Plan.