

# YAKIMA VALLEY LIBRARIES



# STRATEGIC PLAN

## 2022-2024

# ABOUT THE STRATEGIC PLAN

A strategic plan provides a framework to measure our successes. By involving community members and Library staff in our planning process, we are better able to ensure that library goals, services, and programs support the community and its goals.

The plan was developed over several months by the Library's Strategic Plan Committee, a cross-section of stakeholders (administrators, managers, and other library staff) who would work together to develop new protocols that shape the Library's strategic direction.

We built the strategic plan structure using Library managers' Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses, community statistical data, and valuable information from online reference service questions during 2020 and 2021.

The 2022/24 YVL Strategic Plan is divided into four areas or services responses: community relations, technology, safe and welcoming libraries, and responsible management of library resources.

Evaluation and benchmarks will be part of the future Strategic Action Plan, an internal working document. Monthly progress reports will be provided to the Board of Library Trustees quarterly.

This document has been created and revised by the Strategic Planning Committee and the Middle Management Team.





# OUR MISSION, VISION, AND VALUES

## MISSION

"Yakima Valley Libraries supports lifelong learning and an informed citizenry by providing free, open, and full access to a vast array of ideas and information." -

Adopted: August 24, 1999

## VISION

"Yakima Valley Libraries believes we have a responsibility to positively affect the future for our citizens by what we do today. We value planning for our tomorrows to make a better community for those who follow us."

## VALUES

Dynamic organizations have values, principles, and philosophies that employees exemplify to both internal and external customers. In pursuit of providing quality service to our citizens, Yakima Valley Libraries is committed to the following core values.

Our approach is to consider each task, each customer, and each day as an opportunity to serve our community and our customers in a positive, helpful way based on the following values:

- *Accountability*
- *Customer Satisfaction*
- *Communication*
- *Consistency*
- *Creativity*
- *Empowerment*
- *Honesty*
- *Professionalism*
- *Self-Initiative*
- *Teamwork*



# STRATEGIC SERVICE PRIORITIES

- COMMUNITY RELATIONS

- TECHNOLOGY AND ACCESS TO THE ONLINE WORLD

- SAFE AND WELCOMING LIBRARIES

- TRANSPARENT AND SUSTAINABLE MANAGEMENT OF LIBRARY RESOURCES



# STRATEGIC GOALS & OBJECTIVES

## COMMUNITY RELATIONS

- **GOAL #1: Develop more robust relationships with the diverse communities we serve.**

### OBJECTIVES

- Develop partnerships with other organizations to better support equity, diversity, and inclusion.
- Plan and present diverse programs that support connections with community members.
- Pursue new opportunities to apply equity, diversity, and inclusion values to our services and collection.

- **GOAL #2 – Increase visibility and awareness to the general public for the Library and its programs and services.**

### OBJECTIVES

- Establish marketing strategies and plan to increase visibility for Library's services, resources, and programs.

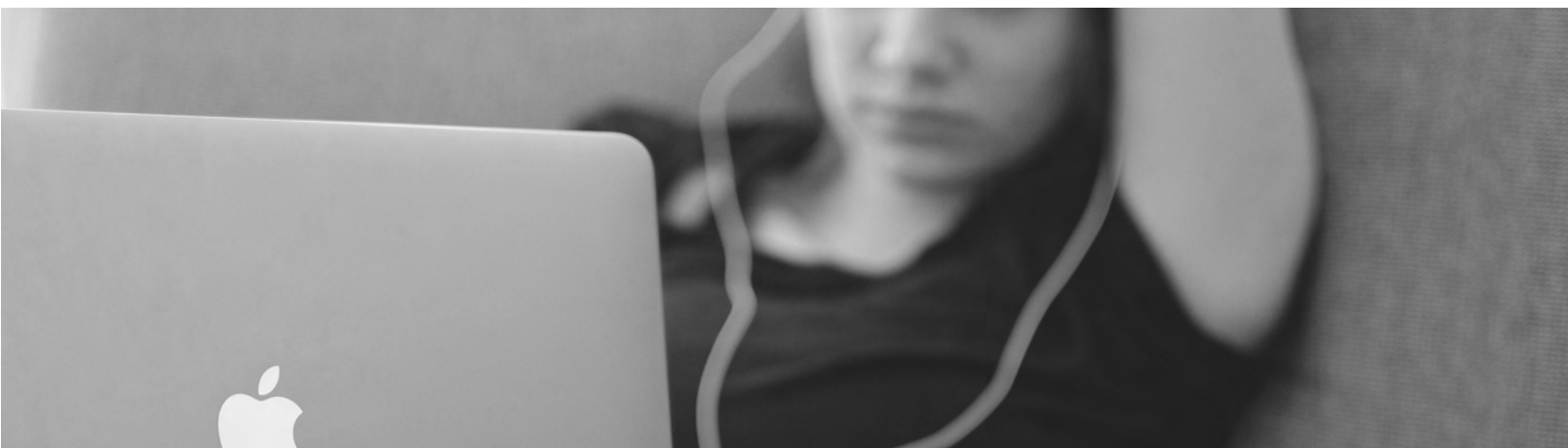
# STRATEGIC GOALS & OBJECTIVES

## TECHNOLOGY AND ACCESS TO THE ONLINE WORLD

- **GOAL #1: Seek out and adopt new technologies that support customer access to all of our services and resources.**

### OBJECTIVES

- Explore ways to meet community needs for technology, helping to bridge the digital divide.
- Investigate technologies to improve Library patrons' digital literacy and support lifelong learning options for Library patrons of all ages.
- Library patrons will receive enriched assistance from Library staff both in-person and online through new technologies.
- Expand technologies for access to in-person and online virtual programs.



# STRATEGIC GOALS & OBJECTIVES

## SAFE AND WELCOMING LIBRARIES

- **GOAL #1**: Create library spaces where everyone is, and will feel, welcome.

### OBJECTIVES

- Make it easier for patrons to interact and connect with staff in our community libraries.
- Explore and implement security measures to increase safety in our Libraries.
- Create a supportive environment for our diverse population where anyone will feel welcome.



# STRATEGIC GOALS & OBJECTIVES

## TRANSPARENT AND SUSTAINABLE MANAGEMENT OF LIBRARY RESOURCES

- **GOAL #1: Library financial resources effectively fund current work, meet community expectations, and support future growth (an ongoing process).**

### OBJECTIVES

- Create and maintain a balanced budget.
- Investigate funding options to provide and expand library services beyond the physical community libraries.
- Evaluate libraries to optimize staffing and open hours.
- Report progress on strategic plan regularly to staff and the public.

- **GOAL #2: Support staff in their work and growth.**

### OBJECTIVES

- Establish guidelines for workgroups and committees.
- Improve effective communication throughout the organization.
- Provide resources to support all library staff to be successful.
- Enhance the training plan to include resources to support equity, diversity, and inclusion.