

YAKIMA VALLEY LIBRARIES STRATEGIC PLAN

2024 - 2028



YAKIMA VALLEY LIBRARIES

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I am proud to present the 2024–2028 Strategic Plan for Yakima Valley Libraries, a forward-looking yet attainable plan that will guide our library towards becoming a more inclusive and empowering resource for the community we serve. This Strategic Plan will serve as a dynamic tool, to inform the decisions of both the Library Board of Trustees and Library Administration, as they shape public policy and resource priorities. Crafted with input from and for our community, it ensures that Yakima Valley Libraries remains a relevant and responsive public service organization, capable of meeting the evolving needs and expectations of our patrons.

Our approach in developing this Strategic Plan was comprehensive, encompassing a district-wide community needs assessment, focus groups of community and staff, as well as town hall sessions. It also reflects our unwavering commitment to public service and our dedication to delivering the high-quality services that our community both requires and deserves.

I extend my heartfelt gratitude to our library's middle management team for their dedication to this project. I also want to acknowledge the invaluable contributions of the Library Board of Trustees and the Strategic Planning Committee for their work and support in shaping this plan. This endeavor was truly a collaborative effort, and the resulting Strategic Plan is a source of great pride for all involved.

Sincerely,

Candelaria Mendoza

Candelaria Mendoza
Library Director

GUIDING STATEMENTS



MISSION

Yakima Valley Libraries: together we empower, inspire, and connect.

VISION

We envision a Yakima Valley that embraces and empowers everyone.

VALUES

Empowered Access. We uphold every person's right to pursue the information and ideas that they choose. We empower everyone to access knowledge and succeed at goals of all kinds without bias or judgment.

Learning and Creativity. The library is a place for people to learn, explore, and be creative. We help people imagine and achieve their dreams.

Community. We are a hub for the whole community, bringing people together throughout their lives. We help people connect with resources and each other. We work collaboratively with the community.

Welcoming. You belong and should feel safe at the library. We celebrate the diversity of our community and strive to make sure all people feel included.

Respect. Our staff, patrons, and communities treat each other with respect.

PLAN AT A GLANCE

EMPOWER

We will provide programs, services, and resources that give people the tools they need to achieve their goals.

- **Outcome 1:** Everyone can access information and resources to support lifelong learning.
- **Outcome 2:** Youth consistently engage in fun and enriching learning opportunities outside of school.
- **Outcome 3:** People of all ages have the digital skills and access they need to succeed.

INSPIRE

We will foster spaces, programs, and services that invite people in, where they feel safe and welcome to explore their imagination and pursue their dreams.

- **Outcome 1:** People feel safe and welcome in library spaces to learn, play, and interact.
- **Outcome 2:** People of all ages cultivate a love of reading.

CONNECT

We will bring the community together to foster a sense of belonging and place.

- **Outcome 1:** Communities come together through shared experiences that foster deep understanding and connection.
- **Outcome 2:** Collaborations between the library and community organizations increase all partners' ability to reach more people and use resources effectively.
- **Outcome 3:** People connect with the library from where they are.

EMPOWER

We will provide programs, services, and resources that give people the tools they need to achieve their goals.



OUTCOME 1: EVERYONE CAN ACCESS INFORMATION AND RESOURCES TO SUPPORT LIFELONG LEARNING.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of library users surveyed will indicate that they agree or strongly agree that they enhanced their skills as a result of a library program, service, or resource.
- By 2028, 90% of library users surveyed will rate the customer service they received from staff as very good or excellent.
- By 2028, 90% of library users surveyed will indicate that they easily obtained the information or resources they wanted on a topic of personal interest.
- By 2028, 90% of library staff will indicate that they agree or strongly agree that they enhanced their skills as a result of the library's professional development program.
- By 2028, 90% of library staff will agree or strongly agree that they feel engaged and supported.

We will strive to reach our targets through the following key actions.

- 1.1** Evaluate the collection development plan to align resources.
- 1.2** Establish a programming plan that incorporates community topics of high interest.
- 1.3** Enhance YVL's employee recognition.

EMPOWER

We will provide programs, services, and resources that give people the tools they need to achieve their goals.



OUTCOME 2: YOUTH CONSISTENTLY ENGAGE IN FUN AND ENRICHING LEARNING OPPORTUNITIES OUTSIDE OF SCHOOL.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of library users with school aged children surveyed will indicate their child(ren) engaged in a fun and enriching activity led by the library.
- By 2028, 90% of library users with school aged children surveyed will indicate that they agree or strongly agree that their child(ren) enhanced their social and leadership skills as a result of participating in an after-school library club or advisory group.
- By 2028, there will be a 40% increase in attendance at early literacy programs system-wide.

We will strive to reach our targets through the following key actions.

- 2.1** Ensure the programming plan incorporates after-school and early literacy activities for youth.
- 2.2** Ensure the facilities plan includes engaging and interactive youth spaces.
- 2.3** Evaluate our service models to ensure resources and training align.
- 2.4** Research potential state or federal programming grants to support after-school and early literacy activities.

EMPOWER

We will provide programs, services, and resources that give people the tools they need to achieve their goals.



OUTCOME 3: PEOPLE OF ALL AGES HAVE THE DIGITAL SKILLS AND ACCESS THEY NEED TO SUCCEED.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of library users that attend a digital inclusion activity will agree or strongly agree that their digital skills have improved.
- By 2028, 90% of library users surveyed will indicate the ease of being connected, speed, and reliability of the library's wireless internet was very good or excellent.
- By 2028, Wi-Fi sessions will increase by 50%.
- By 2028, 90% of staff will agree or strongly agree that they have the technology and software they need to do their job effectively.
- By 2028, 90% of public-facing staff will agree or strongly agree that they feel confident assisting patrons with their digital inclusion needs.

We will strive to reach our targets through the following key actions.

3.1 Establish a programming plan that incorporates digital inclusion activities for all ages.

3.2 Ensure the facilities plan includes spaces and support for digital inclusion activities.

3.3 Evaluate the technology plan to ensure equipment and resources support digital inclusion.

3.4 Evaluate our service models to ensure resources and training align.

3.5 Research potential state or federal grants to support a Digital Navigator program.

INSPIRE

We will foster spaces that invite people in, where they feel safe and welcome to explore their imagination and pursue their dreams.



OUTCOME 1: PEOPLE FEEL SAFE AND WELCOME TO ENGAGE WITH LIBRARY SPACES TO LEARN, PLAY, AND INTERACT.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of library users and staff surveyed will agree or strongly agree that they feel safe and welcome at the library.
- By 2028, annual website page visits will increase by 25%.
- By 2028, annual active library users will increase by 50%.
- By 2028, annual library visits will increase by 50%.
- By 2028, the number of social media followers and newsletter subscribers will increase by 40%.

We will strive to reach our targets through the following key actions.

1.1 Build from the 2018 facilities assessment to develop an updated facilities plan that incorporates support for strategic priorities, such as encouraging active play in children's areas, incorporating art, and creating welcoming spaces.

1.2 Evaluate our service levels and community needs at each location to ensure resources align to support safe and welcoming environments.

1.3 Develop a marketing plan that outlines strategies to improve YVL's visibility as a safe, welcoming place to learn and play, in physical and digital spaces.

1.4 Research potential state or federal grants to support facility and technology improvements.

INSPIRE

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OUTCOME 2: PEOPLE OF ALL AGES CULTIVATE A LOVE OF READING.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of library users surveyed will agree or strongly agree their library plays an important role in strengthening their love of reading.
- By 2028, the circulation of early literacy materials (picture books, board books, and ebooks) will increase by 40%.
- By 2028, the circulation of adult fiction materials (physical and digital) will increase by 40%.
- By 2028, the circulation of Juvenile and YA materials (physical and digital) will increase by 40%.

We will strive to reach our targets through the following key actions.

2.1 Evaluate the collection development plan to ensure resources and materials support a love of reading.

2.2 Evaluate our service models to ensure resources and staff training align to cultivate a love of reading in our community.

2.3 Develop a merchandising plan to support marketing and maintenance of these collections.

CONNECT

We will bring the community together to foster a sense of belonging and place.



OUTCOME 1: COMMUNITIES COME TOGETHER THROUGH SHARED EXPERIENCES THAT FOSTER DEEP UNDERSTANDING AND CONNECTION.

We will evaluate how effectively we are reaching this goal through the following target.

- By 2028, 85% of library users surveyed will agree or strongly agree that they enhanced their understanding of a different culture or historical event through the library.

We will strive to reach our targets through the following key actions.

- 1.1** Ensure the programming plan incorporates activities that encourage gathering within communities, especially through exploration of local cultural and historical perspectives and celebrations.
- 1.2** Ensure marketing plan incorporates strategies to engage our diverse communities.
- 1.3** Evaluate our service models to ensure resources and training align to support the diverse communities we serve.
- 1.4** Research potential state or federal programming grants.
- 1.5** Evaluate the collection development plan to ensure resources and materials align to support and showcase the diverse communities we serve.

CONNECT

We will bring the community together to foster a sense of belonging and place.



OUTCOME 2: COLLABORATION BETWEEN THE LIBRARY AND COMMUNITY ORGANIZATIONS INCREASES ALL PARTNERS' ABILITY TO REACH MORE PEOPLE AND USE RESOURCES EFFECTIVELY.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, 90% of partners surveyed will agree that their partnership with YVL is effective or highly effective.
- By 2028, 90% of library users surveyed will agree or strongly agree that they learned about a community event, service, or resource through the library.
- By 2028, Yakima Valley Libraries will annually maintain 50 effective strategic partnerships.

We will strive to reach our targets through the following key actions.

2.1 Develop a strategic partnership plan for each YVL Library and Mobile Services.

2.2 Ensure the programming plan includes equipment, activities, and training to support effective strategic partnerships across the community.

2.3 Evaluate our service models to ensure resources and staff training also align.

CONNECT

We will bring the community together to foster a sense of belonging and place.



OUTCOME 3: PEOPLE CONNECT WITH THE LIBRARY FROM WHERE THEY ARE.

We will evaluate how effectively we are reaching this goal through the following targets.

- By 2028, Yakima Valley Libraries will annually participate in 100 mission-aligned events across the community.
- By 2028, Yakima Valley Libraries will annually visit or host a program at or with 75 organizations that serve marginalized or underserved communities.

We will strive to reach our targets through the following key actions.

3.1 Develop an annual community engagement plan for each YVL Library and Mobile Services.

3.2 Ensure the programming plan includes equipment, activities, and training align to support connecting with the community where they are.

3.3 Evaluate our service models to ensure resources and staff training also align.

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THANK YOU