



STRATEGIC INITIATIVES 2018 – 2023

Mission Statement:

The Canby Public Library will be recognized as a dynamic and transformational force in the community by creating an environment that nurtures intellectual freedom, inspires curiosity, connects people with resources, supports new technologies, and contributes to the success of the community.

Priorities

1. Become an integral part of the community.

Residents inside the city of Canby and those in the library's service area use the library's resources and services and value its importance to the community.

Key Initiative:

- A. The library will increase the number of registered borrowers to population served from 45% to at least 60%.
 - a. The library will implement mobile circ. to register new patrons.
- B. The library will expand its volunteer base 10% by recruiting members of the service area.
- C. The library will gather community diversity information from the United States Census, the most current Clackamas County Diversity Assessment, and the Canby Vision Survey to better serve the community needs.

2. Support early literacy and create young readers.

The library will have materials, services, and programs that support young readers and prepare them to enter school ready to learn to read, write, and listen.

Key Initiative:

- A. The library will offer developmentally-appropriate weekly story times.
 - a. The library will initiate monthly story times for home daycares.
 - b. The library will provide weekly story times for preschoolers.
- B. The library will add resources and programs for parents.
- C. The library will provide story times to underserved populations such as non-native English speakers and children with special needs.
- D. The library will incorporate the Science, Technology, Engineering, Arts, Math (S.T.E.A.M.) initiative into story times.

3. Become a Central Player in Economic Development

The Canby Public Library will be the premier center in the community supporting workforce development and small businesses resources.

Key Initiatives:

- A. Businesses will have the resources they need to develop and maintain strong, viable organizations.
 - a. The library will provide at least one computer with software focused on small business marketing.
 - b. The library will collaborate with other agencies and provide classes and counseling for small business owners to encourage innovation and support growth.
 - c. The library will provide opportunities for both new and seasoned entrepreneurs to collaborate and share ideas.
 - d. The library will build public awareness campaigns to ensure our patrons take full advantage of these exceptional programs and resources.
- B. The library will support workforce development.
 - a. The library will partner with workforce development organizations to expand services to the unemployed and career changers.
 - b. The library will provide materials and resources to support job research.
 - c. The library will provide trained staff to assist library users with online job applications.
 - d. The library will provide assistance with creating and submitting resumes.
 - e. The library will provide programs to support job searching and resume building.
 - f. The library will provide at least one designated computer for job seekers.
 - g. The library will build public awareness campaigns to ensure our patrons take full advantage of these exceptional programs and resources.

4. Satisfy Curiosity: Lifelong Learning

Canby residents will have access to the resources they need to explore topics of personal interest to continue to learn throughout their lives.

Key Initiative:

- A. The library will provide at least four programs, annually, focused towards seniors.
 - a. The library will extend outreach to senior living communities.
- B. The library will extend outreach services to minority populations.
- C. The library will provide at least three monthly programs of interest to adults.
- D. The library will provide unique items for the community to check-out.

5. Stimulate the imagination through reading, viewing and listening.

The Canby community will have materials and programs that stimulate imagination and provide pleasurable reading, viewing and listening experiences.

Key Initiatives:

- A. The library will purchase additional materials specifically for Canby patrons.
- B. Library patrons will have access to popular materials in a timely manner.
- C. Staff will create monthly promotional materials and displays to engage readers.
- D. Patrons will have access to “read-a-likes” or genre booklists.
- E. The library will create a Readers’ Advisory link on their website.
- F. Teens will have materials and a supportive environment that provides entertaining, reading, viewing, and listening opportunities that respond to their current interests.
 - a. The Library will increase access to technologies for teens.
 - b. The library will provide at least one monthly program focused towards young adults.
 - c. The library will form a teen advisory group to get input from the community.

6. Connect Our Community to the Online World

Residents of Canby will be aware of the availability of, and have access to, current and emerging technologies and the assistance they need to use them effectively and confidently in their daily lives.

Key Initiatives:

- A. The library will increase the number of Internet access stations.
- B. The library will purchase at least six new computers (laptops, tablets) to use in house.
- C. The library will expand our online presence using social media.

7. Provide access to share and create digital content

Patrons will have access to technologies and software that allow them to create original online content.

Key Initiatives:

- A. The library will provide the software necessary to create print, video, audio, and visual online content.
- B. The community will have access to skilled and competent staff trained to support and troubleshoot online and digital technologies.
 - a. Staff will be given the opportunity to take in-person and online instruction to increase their knowledge in new technologies.