

NAPA COUNTY LIBRARY
STRATEGIC PLAN



STATUS REPORT
OCTOBER 2013

2012 - 2015

Napa County Library Strategic Plan, 2012-2015

STATUS REPORT, OCTOBER 2013

GOALS

Based on community feedback, library staff analyzed the library's role in meeting the needs of our community. The following 10 goals were identified in our Strategic Plan 2012-2015 and a snapshot look at our progress is identified:

GOAL 1

Young children (age 5 and under) will have materials, services, and programs designed to ensure that they will enter school ready to learn.

PROGRESS TOWARD GOAL:

Spring and Fall storytimes were extended by two weeks. Children's Library staff has initiated a partnership with the Woman Infants and Children (WIC) division of the Napa County Health and Human Services Agency. An early literacy visit to the Napa County Therapeutic Child Care center helped to improve outreach and engagement between the two agencies.



GOAL 2

Children (ages 6 to 12) will have the resources they need to satisfy their curiosity and explore topics of personal interest.

PROGRESS TOWARD GOAL:

In 2012 the Library launched its Discover and Go program, a free and discounted museum pass service. The Library also added Muzzy, a children's foreign language course, and Grolier, a research database for children. The Library continues to offer activities for children including craft sessions, the summer reading program, puppet shows, and movie nights. Combined with core services for children and caregivers such as reference, reader's advisory and the Library's growing e-books for children's collection, the Library continues to expand resources and services.



ORGANIZATIONAL COMPETENCIES

- By December 31, 2013, determine if additional classifications need to be created, and if so, develop job descriptions for them.

PROGRESS TOWARD GOAL:

Library administration is currently working with the Napa County Human Resources department to complete this task.

- By June 30, 2014, implement a plan to enhance and support communication between library units.

PROGRESS TOWARD GOAL:

Library staff is currently working on the initial stages of achieving this goal. Additionally, the Library Organization and Optimization Team (LOOT), supervisors meetings, and the Library Director's blog have supported communication among library units.

8. TRAINING & STAFF

The Napa County Library will recruit, train and deploy staff that provide and support quality customer service for all library users.

- By June 30, 2013, develop and conduct a staff survey to identify training needs with the assistance of the County's Training and Development staff person.

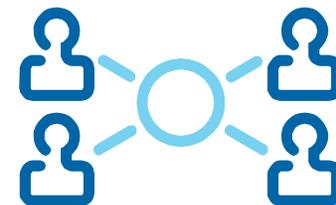
PROGRESS TOWARD GOAL:

Achievement of this goal is in process.

- By June 30, 2013, train public service staff on "Roving Librarian" techniques.

PROGRESS TOWARD GOAL:

Achievement of this goal is in process.



ORGANIZATIONAL COMPETENCIES

- By June 30, 2013, develop a methodology to regularly update the Library Commission on the progress of all objectives included in the strategic plan.

PROGRESS TOWARD GOAL:

A flowchart has been created and is in the process of being updated.

- By June 30, 2013, implement an effective methodology to count the number of questions of various types asked by library users.



THIS GOAL HAS BEEN ACHIEVED:

Library staff has developed a patron interaction form by which reference staff can electronically record and store the number and types of questions asked by patrons.

6. OPERATIONAL EFFICIENCIES

The Napa County Library will utilize technologies and processes that improve access to information, enhance customer service, and maximize efficient service delivery.

- By December 30, 2014, the online library procedures manual will be completely updated and accurate.

PROGRESS TOWARD GOAL:

A procedure has been implemented to update the manual, and the process is ongoing.

7. ORGANIZATIONAL STRUCTURE

The Napa County Library will establish and maintain an organizational structure that supports its service priorities.

- By December 31, 2013, review and revise all of the current job descriptions.

PROGRESS TOWARD GOAL:

Library administration is currently working with the Napa County Human Resources department to complete this task.

GOALS



Children (ages 6 to 12) will have materials and programs that engage their imaginations and provide pleasurable reading, viewing, and listening experiences.



THE LIBRARY HAS IMPLEMENTED ALL OF THE ACTIVITIES OUTLINED UNDER THIS GOAL.

In 2013 the Library launched its new Day of the Child/Day of the Book event (Día de los Niños/ Día de los Libros), which included a bilingual puppet show. The Library's storytime schedule has featured special guests such as Chef Elizabeth Skylar, Master Gardener Yvonne Rasmussen, and Napa County Poet Laureate Leonore Wilson. These programs were in addition to ongoing programs that provide children with creative opportunities to read aloud, (such as Bow Wow for Books).



Students will have the resources they need to succeed in school.

PROGRESS TOWARD GOAL:

The Library has continued to expand its Study Center hours, providing trained volunteers to help K-12 students with homework. In the last fiscal year the Library has undertaken 154 class visits to promote services that support school curriculum, and added a small collection of Napa Valley Unified School District textbooks. Looking forward, the Library will continue to promote its free homework help services, Tutor.com, by marketing to educational institutions that serve K-12 students as well as the Napa Adult School and the Napa Valley College.

GOALS

GOAL 5



Teens (age 13 and older) will have materials and programs that respond to their current interests and provide pleasurable reading, viewing, and listening experiences.

PROGRESS TOWARD GOAL:

The Library has expanded the variety of materials available that meet teen interests, including video cameras and e-readers for check-out; free music downloads through Freegal; and by expanding time usage limits on dedicated teen computers. On an ongoing basis the Library has offered a robust calendar of events and programs for teens.

GOAL 6



Adults and teens will have the resources and skills they need to explore topics of personal interest and continue to learn throughout their lives.

PROGRESS TOWARD GOAL:

The Library continues to update its collection with new media, by expanding its selection of e-books, and downloadable audio. With further expansion of online resources such as Consumer Reports, Morningstar Investment, and ReferenceUSA, the Library continues to strive to meet Napa County's changing information needs. Throughout the year the Library provides programs geared toward adults of all walks of life, allowing attendees to explore topics of personal interest. Expanded promotion of programs and services at events like Chef's Market and a variety of community group meetings has helped get the word out.

ORGANIZATIONAL COMPETENCIES

- By June 30, 2014, revise the Commission Bylaws.



THIS GOAL HAS BEEN ACHIEVED:

The Napa County Board of Supervisors approved the revisions to the Commission Bylaws on April 16, 2013.

- By August 31, 2014, post the approved Bylaws on the Library's website.



THIS GOAL HAS BEEN ACHIEVED:

The Library Commission bylaws are currently on the Library's website.

4. MARKETING & PUBLIC RELATIONS

The Napa County Library will promote library services through a variety of print, electronic, and media opportunities.

- By December 31, 2012, adopt a tag-line that reflects the Library's service priorities. "Start Here" is a possible tag line.

PROGRESS TOWARD GOAL:

The Napa County Board of Supervisors has approved a new position to complete marketing tasks, and recruitment for this position will begin in FY 2013-2014.

5. MEASUREMENT & EVALUATION

The Napa County Library will incorporate measurement and evaluation into its operational practices.

- By December 31, 2012, review the process by which library use data is collected, compiled and distributed and revise the process as necessary to provide relevant management data.

PROGRESS TOWARD GOAL:

The Library is currently working with Solano County Library and The Library Company (TLC) to provide online reports.

ORGANIZATIONAL COMPETENCIES

2. FACILITIES

The Library will operate safe, welcoming, and efficient facilities in locations where county residents frequently and willingly go.

- By December 31, 2012, complete the remodel of the American Canyon Branch.



THIS GOAL HAS BEEN ACHIEVED:

In August 2012, the remodel of the American Canyon Branch was completed.

- By June 30, 2013, complete the soundproofing and lighting modifications in the Napa Main Library Community Meeting Room.

PROGRESS TOWARD GOAL:

This project has gone out to bid, and the lighting and soundproofing upgrades are scheduled to be completed in FY 2013-2014.

- By December 31, 2014, complete the remodel of the Calistoga Branch.

PROGRESS TOWARD GOAL:

The architectural drawings for this project have been completed.

3. GOVERNANCE

The Napa County Library Commission will operate in an efficient, effective, and transparent manner.

- By December 31, 2012, the Commission will complete Board Effectiveness Training provided by the California Association of Library Trustees and Commissioners (CALTAC).



THIS GOAL HAS BEEN ACHIEVED:

The Library Commissioners attended CALTAC training on January 14, 2013.

GOALS



Adults will have convenient and timely access to a variety of new and popular materials.

PROGRESS TOWARD GOAL:

As the times change, so have the Library's collections, which have grown to include a large e-book collection, circulating e-readers and free museum passes. The Library has expanded gardening, wedding, wine and cookbook collections. Additionally, interlibrary loan services enable patrons to check out a book from any Library in the country. Moreover, the Library's new floating collection allows patrons the opportunity to help build collections at their local library through the "holds" function.



Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

PROGRESS TOWARD GOAL:

Internet connection speeds have increased at the Napa Main Library and American Canyon Branch. Upgrades to increase speeds at the Yountville Branch and Calistoga Branch will be completed by June 2014. The Library continues to provide up-to-date computers and free wireless access at all locations.



GOALS

GOAL 9

Teens, adults, and families will have access to materials, instructional services, and programs that empower them to improve the literacy skills that improve their lives.

PROGRESS TOWARD GOAL:

As of June 30, 2013, 50 new tutors have been trained, and 115 adult learners have been served by the Library's literacy program. Literacy services have expanded to include American Canyon and Calistoga. Moreover, the Library continues to provide free literacy materials to participants, offer literacy based computer classes, and to recruit and retain qualified tutors.



GOAL 10

Residents will have the skills they need to effectively evaluate and use information.

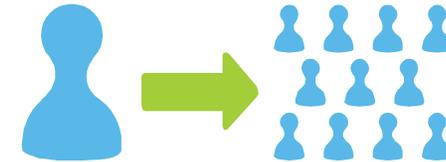
PROGRESS TOWARD GOAL:

The Library continues to expand its slate of online learning resources and databases, adding Ancestry Library Edition and Zinio, a service offering free access to 100 popular magazine titles.



ORGANIZATIONAL COMPETENCIES

Organizational Competencies will help the Library achieve its service goals. While service goals provide direct benefit to community residents, organizational competencies provide indirect benefit to community residents by improving the Library's effectiveness and efficiency. Organizational competencies have been identified in 8 key areas:



1. EXTERNAL PARTNERSHIPS

The Napa County Library will actively seek partnerships with organizations and institutions to enable the Library to better serve its customers and achieve its service goals.

- By June 30, 2013, develop and distribute criteria that will be used to assess current and future partnership opportunities.



THIS GOAL HAS BEEN ACHIEVED:

The Napa County Library Commission has approved the Partnership Readiness Checklist.

- By June 30, 2013, initiate a review and approval process for the establishment of new partnerships.



THIS GOAL HAS BEEN ACHIEVED:

The Napa County Library Commission has approved the Partnership readiness Checklist.

- Annually, partner with regional library organizations such as Solano, Napa, and Partners (SNAP); NorthNet Library System (NLS); and Califa to deliver efficient, quality service in a cost-effective manner.



THIS GOAL HAS BEEN ACHIEVED:

Collaboration between these agencies is ongoing.