TUOLUMNE COUNTY PUBLIC LIBRARY

5 Year Strategic Plan

August 2, 2022

Tuolumne County Library

480 Greenley Rd

Sonora, CA 95370

Mission Statement:

The Tuolumne County Public Library enriches our diverse community by providing vital access to a world of resources and services that connect, inform and inspire.

Goals:

1. Stabilize funding—*ensure community always has access to services*
   a. Consistently pursue grants
   b. Give regular presentations to the Board of Supervisors
   c. Send monthly newsletter to the Board of Supervisors
   d. Support the Friends of Library and partner with the community to increase fundraisers
   e. Provide more book sales
   f. Create opportunities for the community to donate
   g. Special tax for library

2. Increase outreach and marketing—*increase community access and use*
   a. Increase social media presence and post frequently and regularly (*Instagram, Snapchat? Tiktok?)
   b. Create reoccurring bookmarks to advertise library programs and functions
   c. Staff and volunteers will focus on outreach and build connections with community clubs, schools and businesses by setting up reoccurring meetings
   d. Create a virtual tour of each library branch
   e. Establish clear rules and guidelines with a clear message/idea to pursue
   f. Update current publicity/marketing materials with new information as well as create new materials, including monthly reports and a newsletter
   g. Create digital advertising in foyer and at branch locations

3. *Diversify and expand library programs*—*enrich our community and connect, inform and inspire*
   a. Increase the amount of story times offered weekly and make them age specific
   b. Hire Young Adult Librarian
   c. Offer seasonal programs for all ages utilizing community partners and survey responses
      i. Artists, computer/tablet/phone classes, master gardeners, career fairs, authors, guest speakers, "how to…"
   d. Offer Books on Wheels program again
   e. Offer writing workshops and Poetry out loud readings
   f. Interactive displays for teens ("if you like this movie/TV show, read this book…")
   g. Create a monthly calendar with programs, times and locations or adults, children and teens
   h. Curate a collection of resources for various circumstances (homeless shelter info, motherlode job training, etc.)

4. <u>Build community partnerships</u>—*offer a world of diverse resources and services*
    a. Get regular feedback from community on what they would like to see from the library
    b. Collaborate with County departments on programs/services
    c. Create internships through local schools and Columbia College
    d. Have informational library booth at local events and programs throughout the year
    e. Partner with the County Schools Office and local school districts to provide resources and programs to the community
    f. Partner with Juvenile Detention Center to provide library services
    g. Build partnerships with Red Cross and other disaster relief programs to become a designated "safe zone."

5. <u>Gather patron and community input</u>—*connect with our <u>diverse</u> community*
    a. Create a bookmark with a monthly changing survey question to gather patron feedback
    b. Send out an annual survey to the community re: programs they'd like to see
    c. Keep a suggestion box at each library branch
    d. Create an online suggestion form for community input
    e. Build an email database of our patrons to send information on programs and services as well as to get feedback through online surveys

6. <u>Improve the physical spaces of the library branches</u>—*provide access, build connection and inspiration*
    a. Update genre signs throughout each library branch to be more visible and user friendly
    b. Create more private rooms/areas for small groups to meet and have zoom meetings
    c. Replace and update furniture
    d. Find a new County owned facility for the Twain Harte library
    e. Install generator to allow the library to stay open during emergencies with computers, heat and air, electricity and internet
    f. Create clearly identified spaces for recreation and library in Sonora
    g. Create fun, welcoming, clearly designated spaces with improved signage
    h. Organize and update the workspace at each library branch, including removing clutter, old furniture, microfilm readers, etc.
    i. Update computers, add more computers and upgrade to reliable wifi
    j. Create a space for patrons to talk and visit while drinking tea/coffee
    k. Create signage on Greenley Road to advertise different programs and library information