

YOLO COUNTY LIBRARY

STRATEGIC PRIORITIES

2022 - 2027



YOLO COUNTY
LIBRARY

We connect people and ideas

METHODOLOGY

Through an extensive community engagement process, Yolo County Library received feedback from:

Library Patrons

- An email with an online survey link was sent to 42,747 Yolo County Library cardholders
- The survey was offered in English, Spanish, Chinese, and Russian
- The email open rate was 58%
- A total of 2,346 individuals completed the survey

Staff

- A staff survey was sent to all Yolo County Library employees
- 47 employees completed the survey
- All employees were invited to a four-hour visioning session in July 2019 and 60 participated
- All employees were invited to participate in six sessions in 2021 to help review and revise the plan

Community Leaders

- 24 community leaders, including the Board of Supervisors and local city managers, were interviewed by library staff.

As with all surveys of this nature, there are limitations to the dataset. While the Staff Survey and Community Leaders Survey had close to 100% participation rates and involved significantly smaller ($n \leq 50$) populations to survey, the Patron Survey consisted of a large population ($n > 161,000$) that was more challenging to reach. As the Patron Survey was voluntary, there was a chance that those who participated in this survey may have had shared characteristics (economically, socially, or other demographic traits) while those who did not respond may have had

similar characteristics as well. While the survey was sent to all Library cardholders, it is worth noting that those who responded to the survey were, presumably, more likely to use the Library given their inclination to respond to the survey and offer feedback. Additionally, since the Patron Survey was sent via email, those who responded are likely to be individuals with internet access and time available to complete the survey. Readers are asked to note these self-selection and nonresponse biases as they review the report's findings.



PATRON SURVEY HIGHLIGHTS



reported that they visit the Library in person or use its free services



agreed that Yolo County Library is important to them and their loved ones



agreed that the Library is easy to get to



are treated well by Library staff



feel safe and welcome when visiting the Library



agreed that it is easy to find what they need at the Library



value the programs (for all ages) offered at the Library



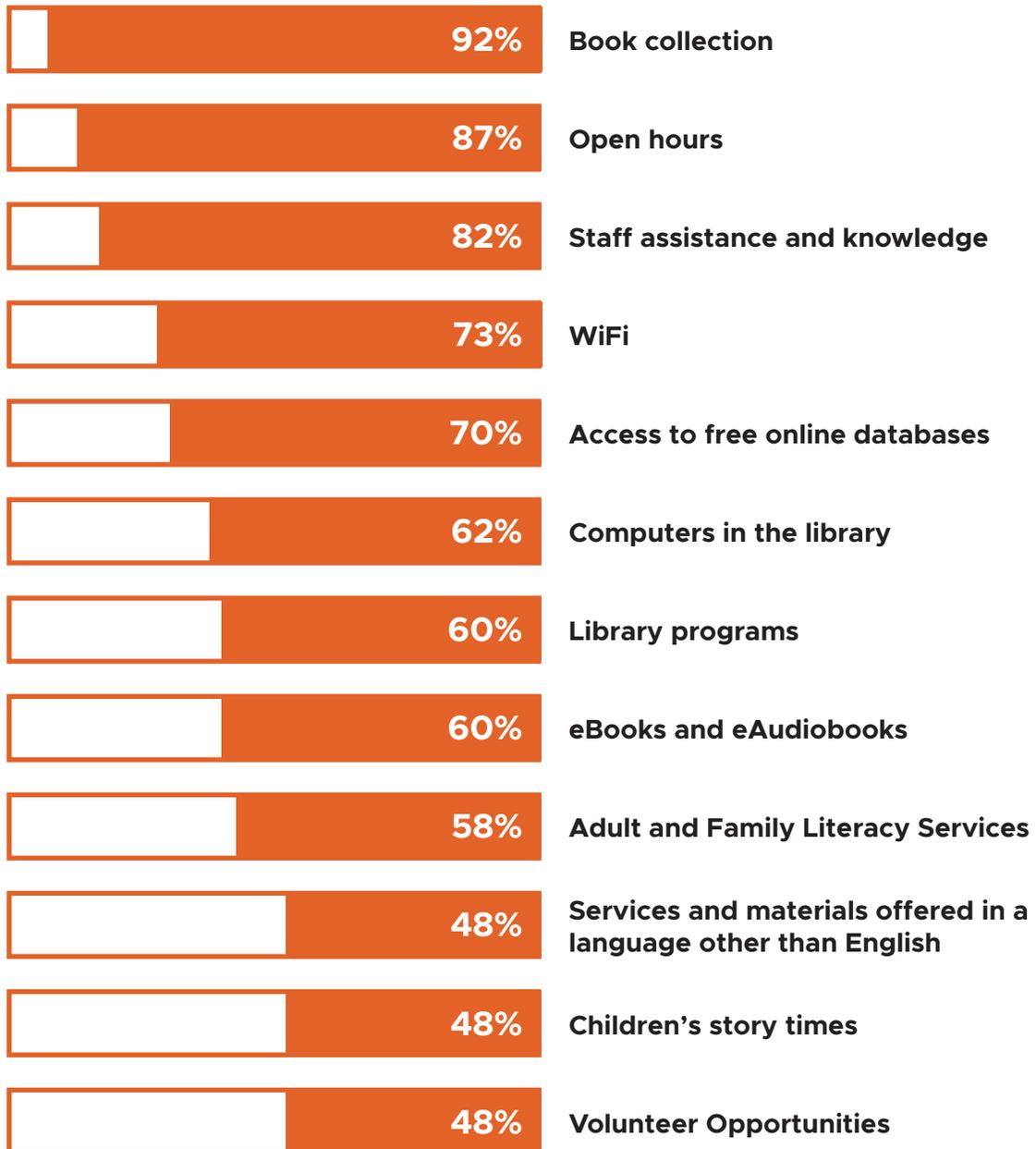
agreed that the Library is an important place for the community to meet



reported that they would pay additional taxes to expand Library hours and services

IMPORTANCE OF LIBRARY SERVICES

Survey data reveal that the Library offers a wide range of services that are important to patrons. Demand for services transcends branches and age groups. **Overall, patrons most frequently indicated that the following items were important library services:**



Each of the 19 Library services listed in the survey question are used and valued by at least one-third of patrons.

CURRENT AND FUTURE LIBRARY PRIORITIES

Library patrons indicated that they plan to do the following more often or at about the same rate in the next three years:



Visit the Library in person to borrow items



Use the Library's website



Ask Library staff for assistance



Borrow an eBook, eAudiobook, eMagazine, or other online resource



Attend a Library program



Use WiFi in the Library



Read or study in the Library



Use an online learning resource from the Library website



Use a computer in the Library



Use a meeting room for a community event



CURRENT AND FUTURE LIBRARY CHALLENGES AND AREAS FOR IMPROVEMENT

According to the results of the Library employee survey, the following are **ANTICIPATED CHALLENGES** for the Library in the next three years:



Keeping pace with changes in technology (21%)



Staffing (15%)



Accommodating an increase in demand for Library resources, programs, and materials alongside changing reading formats (18%)



Reaching out to, engaging, and assisting disadvantaged and marginalized groups (15%)

Patrons indicated that the **LIBRARY COULD IMPROVE BY** doing the following:



48%

Adding books, DVDs, CDs



47%

Adding more eBooks, eAudiobooks, eMagazines



22%

Changing hours of operation



21%

Offering new or different literary or cultural programs



19%

Offering new or different adult programs



19%

Offering new or different senior programs



16%

Offering new or different children's programs

YOLO COUNTY LIBRARY'S STRATEGIC PRIORITIES 2022-2027



1. Ensure Residents Read and Thrive



2. Help Lifelong Learners Succeed



3. Offer Programs and Services that Strengthen Community Connections



4. Maximize our Impact on Community Development



5. Support and Promote the Yolo County Archives, Records Center and Historical Collection



PREAMBLE

Yolo County Library's Strategic Priorities will:

- Provide a **forward-focused vision** for our organization
- **Establish priorities** that leverage our strengths and address areas where we are vulnerable
- Ensure more **equitable access** to library facilities and resources
- Effectively **allocate resources**
- **Align staff** with our priorities
- Ensure our **priorities are backed by data** and sound reasoning
- **Measure outcomes** using both qualitative and quantitative tools
- Provide **organizational transparency** and accountability



PRIORITY 1:

ENSURE RESIDENTS READ AND THRIVE

a. Promote our collections to increase use, including:

- i. Serving as reading ambassadors to empower patrons to find items tailored to their interests and needs.
- ii. Implementing communication strategies tailored to reach our underrepresented and under served communities.
- iii. Promoting our interactive kits and collections.
- iv. Customizing and promoting reading lists aligned with library programs.

b. Diversify and expand our print and digital content, including:

- i. Performing an equity-based collection analysis to align our content with community interests and needs.
- ii. Experimenting with new collections that encourage connectivity with others.
- iii. Consulting a variety of content selection sources to diversify our collections.

c. Improve our patron browsing experience, including:

- i. Making collections more accessible.
- ii. Updating collection signage at branch libraries.
- iii. Refreshing collections at rural branches more frequently.
- iv. Evaluating integrated library systems and selecting one that is most aligned with our patron and staff needs.
- v. Providing patron training and tools for using digital content.



PRIORITY 2: HELP LIFELONG LEARNERS SUCCEED

- a. Offer early literacy resources and free books to parents and caregivers so they can model reading behavior for children.
- b. Offer youth advisory, volunteering and mentoring opportunities.
- c. Increase volunteering and mentoring opportunities for adults and seniors.
- d. Provide English Language Learners of all ages with more programs and resources.
- e. Provide literacy resources for parents and caregivers in Spanish to encourage reading.
- f. Increase digital literacy training for patrons and staff.





PRIORITY 3:

OFFER PROGRAMS AND SERVICES THAT STRENGTHEN COMMUNITY CONNECTIONS

- a. Offer programs and services in our communities.
- b. Offer programs and services that reflect and celebrate our diverse languages, cultures and history.
- c. Align programming and services with staffing knowledge, expertise and capacity.
- d. Partner with organizations that address community interests and needs.



PRIORITY 4:

MAXIMIZE OUR IMPACT ON COMMUNITY DEVELOPMENT

- a. Network with community ambassadors and participate in local events.
- b. Assess community needs and respond with relevant programs and services.
- c. Promote our programs and services using targeted communication strategies.
- d. Create and sustain partnerships that maximize our impact on community development.



PRIORITY 5:

SUPPORT AND PROMOTE THE YOLO COUNTY ARCHIVES, RECORDS CENTER AND HISTORICAL COLLECTION

a. Connect residents to our diverse culture and history, including:

- i. Creating exhibitions and participating in outreach events that utilize collections and historic objects to highlight diverse voices and communities.
- ii. Partnering with internal departments and community organizations to promote Yolo County history.

b. Increase collection access through online databases and digitization initiatives, including:

- i. Launching and promoting an integrated content and digital asset management system.
- ii. Identifying and digitizing objects and collections that are frequently used and of high importance to researchers and the community.

c. Promote digital and primary source literacy and provide training to use online resources more effectively to access Yolo County primary source materials.





INSTITUTIONAL FRAMEWORK SUPPORTING OUR STRATEGIC PRIORITIES

Yolo County Library will build the internal infrastructure necessary for our institutional success. These efforts will equip us with the tools and resources to make better decisions and effectively respond to community needs. Our institutional framework consists of the following components:

Equity, Diversity, Inclusion

- Align staffing and service priorities to eliminate barriers to access library resources.
- Conduct an organizational audit through a racial equity lens and utilize findings to align resources with our services.
- Recruit, hire and retain staff who are multilingual, multicultural and who can connect with our diverse communities.
- Consult with experts to help us learn how to equitably serve our diverse communities.
- Invite residents to share their lived experiences to help us learn how to equitably deliver services to meet their needs and interests.

Workforce and Staff Development

- Develop a staff training plan to maximize organizational knowledge and expertise.
- Offer cross-training opportunities for career growth.
- Assess staffing needs to provide equitable levels of service throughout the County.

INSTITUTIONAL FRAMEWORK SUPPORTING OUR STRATEGIC PRIORITIES *(continued)*

Facilities

- Ensure our facilities are accessible, safe and welcoming.

Long Term Fiscal Sustainability

- Ensure we have the financial resources to support our current work and future growth.

Operations

- Assess and recalibrate public hours and staffing levels to meet community needs.
- Research self-service options and technology solutions to increase access to resources.

Technology

- Conduct a comprehensive review of our technology needs to update our Technology Plan priorities.

Measuring Our Impact

- We will monitor our performance, and strive to attain the following metrics:
 1. 90% of patrons will rate library services as 'good' or 'excellent.'
 2. 90% of patrons will attribute positive changes in their behavior, knowledge, or confidence based on participation in library programs and events.
 3. A 10% annual increase in the number of children who complete the Summer Reading Program for the next four consecutive years.
- We will also strive to maintain or increase the:
 1. Number of attendees at library events.
 2. Hours of volunteer activities per year.
 3. Number of adult learners in the Yolo Reads program meeting one or more of their individual learning goals.
 4. Number of checkouts, visitors, and technology users.
 5. Percentage of 3rd graders reading at or above grade level.