



# Contra Costa County Library

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Report on the Strategic Plan  
September 22, 2005

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# Recap – Planning “Ingredients”

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- n Pleasant Hill decision  transition from Central to Community Library
- n Community needs assessments
- n Increasing library use
- n New library buildings
- n New library tools and techniques
- n Competition
- n Library Commission review and discussion



# Recap – What Residents Want

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- n Reading activism/advocacy
- n Emphasis on children and teens
- n Education, not just information
- n Tie-ins with the arts
- n Library as place
- n Easy, independent exploration and self-service
- n Fast, convenient, one-stop service



# A Challenge:

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- n Many Contra Costa County residents are unaware of what the County Library has to offer





# Recap – Planning Imperatives

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- n Respond to residents' needs
- n Respect the unique character of each community
- n Leverage existing assets/resources
- n Build capacity to handle growth
- n Engage library staff in the planning process



# Library Staff Planning Process

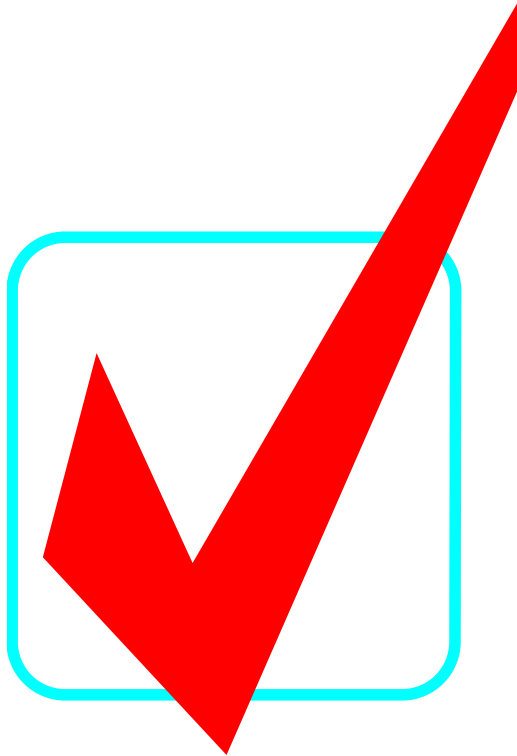
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- n Customized version of the Public Library Association's *Planning for Results*
- n Workshops for all staff – User Profiles, Goals & Objectives
- n Management retreat – Strategic Initiatives
- n Task Teams – Activities & Resources for each Strategic Initiative



# Four Strategic Initiatives

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- n Reading
- n Information for Lifelong Learning
- n Collaboration
- n Branding



# Reading

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- n Demonstrate leadership – take an active role in promoting reading
- n Introduce children to books
- n Promote reading as a lifelong habit
- n Maximize use of collections
- n Promote literacy
- n “Theme” programs, activities for all ages around reading



# Sample Activities

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- n Reading camp
- n Target 0-2 year olds and their parents with reading readiness promotion
- n Adult summer reading program



# Brainstorm

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- n How should we measure progress on this strategic initiative?
- n What can the Commission do to help move the Library forward with this strategic initiative?



# Information for Lifelong Learning

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- n Add educational value to information
- n Encourage curiosity
- n Help learners of all ages achieve their goals
- n Position the library with respect to other information sources – Internet, bookstores, media
- n Provide tools so users can find what they need easily



# Sample Activities

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- § Refocus the reference staff to create content for the web site and to train patrons in online information seeking
- § Enable patrons to sign up for e-mail alerts on programs and new materials in their areas of interest



# Brainstorm

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- n How should we measure progress on this strategic initiative?
- n What can the Commission do to help move the Library forward with this strategic initiative?



# Collaboration

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- n Leverage the library's resources on behalf of users
- n Work with museums, schools, others
- n Share information and coordinate services as appropriate
- n Avoid unnecessary duplication
- n Identify best practices, successful models e.g Genealogy service
- n Train staff in collaboration skills



# Sample Activities

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- n Collaborate with Transit Authorities to offer free or discounted bus passes to young adults who come to the library by bus
- n Issue library cards at off site locations such as museums, art centers, schools, shopping malls and street fairs



# Brainstorm

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- n How should we measure progress on this strategic initiative?
- n What can the Commission do to help move the Library forward with this strategic initiative?



# Branding

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- n Countywide marketing and outreach
- n One library – many components
- n Positive attributes – quality, fairness
- n Let residents know what to expect when they enter the County Library at any point
- n Accompany – do not replace – each community library's own image



# Sample Activities

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- n Map of all 24 locations at every library
- n Mouse pads with County Library logo at all library computers
- n Add language to courtesy notices - All materials can be returned to any Contra Costa County Library



# Brainstorm

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- n How should we measure progress on this strategic initiative?
- n What can the Commission do to help move the Library forward with this strategic initiative?



# The Need for a New Organizational Model

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- n Central + Branches approach is based on a subordinate relationship
- n Central Library does not meet Pleasant Hill's needs for reading, children's programming, etc.
- n Delays built into two-tier service



# The Peer Library Model

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- n 24 community libraries
- n Full range of services at first point of contact
- n Centralization of administrative and support services
- n Community libraries responsible for outreach
- n More community library control over day-to-day decision-making

# A New Approach to Customer Service

- n Staff as facilitators, not gatekeepers
- n Improved signage and navigational tools
- n 80/20 self-service
- n Roving staff





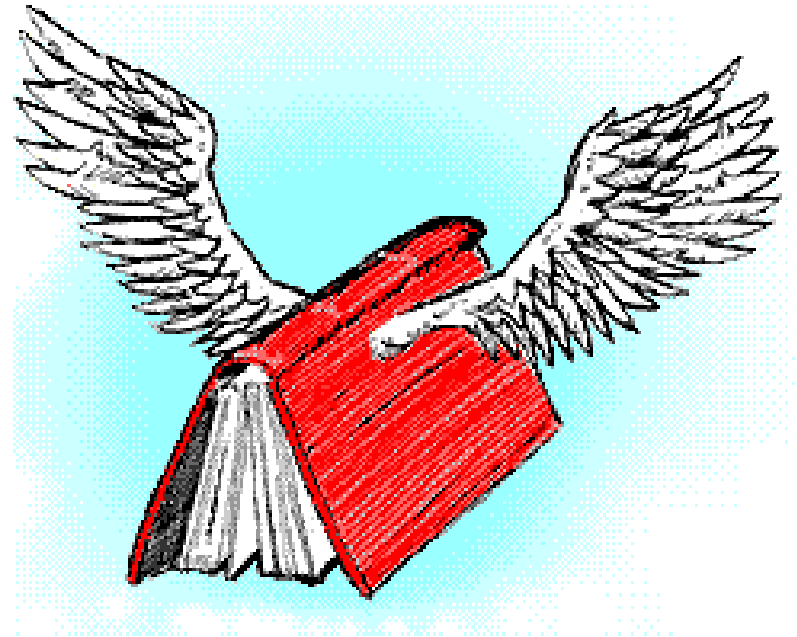
# A New Approach to Reference Service

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- n Add value to Google and other commercial search tools
- n Complete transactions at the community library
- n All staff trained to assist with questions and coach users in the basics
- n Online backup for tougher questions

# A New Approach to Collection Development

- n Electronic formats
- n Circulating materials
- n Just-in-time delivery





# A New Approach to Staff Development

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- n Diversification in staff specialties
- n Expertise located throughout the county
- n Task teams
- n Outsourcing as needed
- n Continued use of volunteers as appropriate



# A New Approach to Innovation

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- n Take advantage of talent and creativity at all levels, in all locations
- n Leverage existing resources
- n Streamline operations
- n Import ideas from other disciplines
- n Incubate/pilot before countywide rollout



# Next steps

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- n Work with Cities on strategies for handling growth
- n Detailed implementation plans
- n Resource allocation – budget proposal