

OCEANSIDE PUBLIC LIBRARY

STRATEGIC PLAN UPDATE 2021-2023



Oceanside Public Library

Engage - Inform - Connect - Inspire

760.435.5600 | www.oceansidepubliclibrary.org | Oceanside, CA

2021-2023

INTRODUCTION

Reflecting on the past seven years, I see what an amazing journey it has been, with so many major accomplishments and incredible contributions to our community. In November 2012, when we brought together community members with a broad array of backgrounds, to cast a ten-year vision for Oceanside and its Library, none of us could have projected what things would look like today. With the advancements we have made in electronic resources, programming, delivery services, outreach, City arts support, and literacy services, I am delighted to share that we have consistently reached the goals we developed at the beginning, and along the way. With the confidence inspired by our successes to date, we embark on the last three years of our ten-year vision, focusing on goals yet to be accomplished.

This plan is important during this time of public crisis, and will also play a significant role in the future, for our community and our Library. I hope that the future work to be accomplished will resonate with you, and you will join me in continued support of the impact we make on Oceanside.

Sherri Cosby
Library Director

VISION

The Oceanside Public Library will be the cultural heart of Oceanside, empowering the community by promoting literacy, information access, civic engagement, cultural inclusiveness, and openness to new ideas.

MISSION

The Mission of the Oceanside Public Library is to Engage, Inform, Connect and Inspire.

2021-2023

PLANNING PROCESS

This strategic plan update culminates a ten-year intensive Strategic Planning initiative that began in 2012. At that time, a Community Planning Committee was formed based on staff and Library Board of Trustees recommendations. It was a true cross-section of the broadly diverse local community. Three planning meetings were held with this group to let them outline a vision for Oceanside, gather their input, and get direction from them on key goals. The entire Library staff studied the strengths and weaknesses of each possible goal, to identify the Library's ability to contribute to the realization of the vision developed by the Community Planning Committee. The Library Management Team completed a comprehensive evaluation of the Library's organizational competencies, to determine its ability to meet the plan goals and objectives.

This is the second strategic plan update since that visioning process. The first plan focused upon student literacy, access to technology, offering a welcoming environment and increasing awareness of Oceanside's culture. The first update had a strong emphasis upon our literacy program, employee training, cultural programming and our collection. This 2021-2023 update focuses upon the remaining items from the original planning, that are fundamental to the Library moving forward and timely in the way that they have surfaced now.

The Oceanside Public Library Board of Trustees has given regular input throughout the process, and will continue to provide input as the Library prioritizes the implementation of its goals and objectives based on funding and staffing.

The Library Management Team, knowing that the Library must remain nimble has addressed both shorter-term, easily attainable objectives as well as larger, longer-term work investments in our Library future.

GUIDING PRINCIPLES

1. Promote literacy and love of reading

The Library strongly supports developing literacy skills, and opportunities to read and to share delight in reading, for all ages, in concert with parents, educators and lifelong learners.

2. Support intellectual freedom

The Library defends the rights of individuals to access information, free from censorship, and defends free speech as protected by the Constitution of the United States.

3. Welcome the community

The Library welcomes all visitors, physical and virtual, individuals and groups, ready to meet their needs and offer a friendly space to share ideas.

4. Information access for all

The Library delivers information and makes communication resources freely available, through any technology and formats that may meet Oceanside's diverse needs.

5. Celebrate diversity

The Library celebrates Oceanside's diverse culture and heritage with programs and services for all to enjoy with a sense of unity and belonging.

6. Build strong partnerships

The Library values its community partnerships and reaches out to agencies, groups, individuals, businesses and institutions in order to positively impact the community.

7. Foster healthy democracy

The Library believes in helping the community be informed, providing knowledge to support and promote democracy, and offering neutral space for civic engagement.

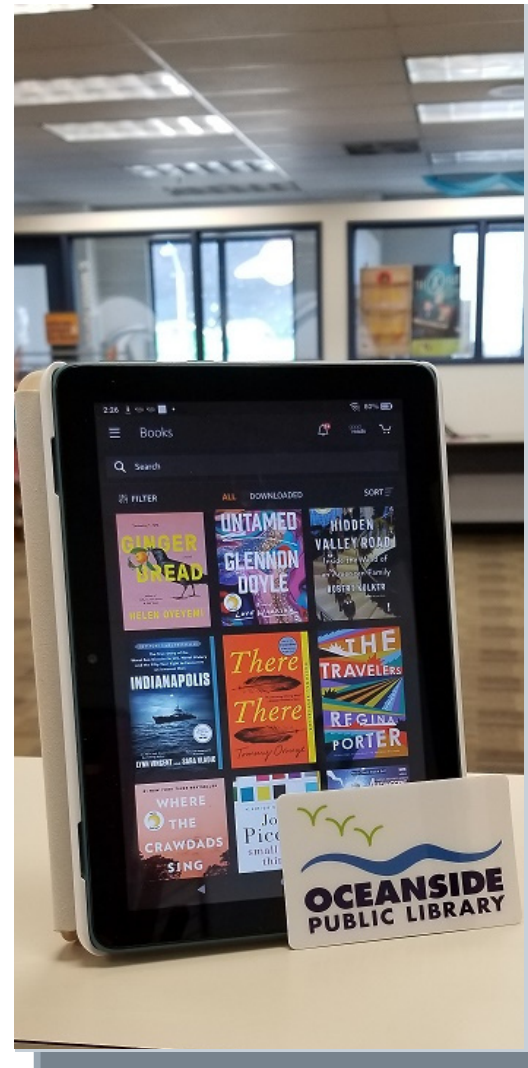
8. Adapt and innovate

The Library as an organization learns, changes, and stays relevant for all, to provide the best services possible to the Oceanside community.

CORE SERVICES

Core services are ongoing and deemed as priority services that fulfill the Library's mission to engage, inform, connect and inspire. These services address needs for all ages and are offered on a continuous or seasonal basis. The Library may present these core services online or in person.

- Print & electronic reading resources
- Audiobooks & video by disc or download
- Informative online presence & social media
- Books & materials delivered to homes
- Weekly family storytimes
- Sci-tech and arts & crafts youth activities
- 1000 Books Before Kindergarten program
- Educator Cards & parenting workshops
- Oceanside READS Learning for adults
- Teen college readiness workshops
- Expert staff help with Library resources
- Library volunteers—support & advocacy
- Resources & events with City partners
- Language learning & job skill practice online
- Spanish & bilingual collections
- Arts Commission & Cultural District support
- City Community Rooms at Library locations
- Events & displays to encourage sharing ideas
- Income tax & voter registration Information
- Information & resources for veterans
- Summer reading programs for all ages
- Book clubs & youth book programs
- The Big Read—a community-wide event
- Inspiring displays that promote reading
- Welcoming, safe spaces to enjoy the Library
- Mobile libraries in local neighborhoods



THEME 1 - ACCESS

Centralized and streamlined access to community resources and services

The quality of life and well-being of individuals and families will be greatly improved by facilitating their connection to vital community resources. Increased access to education, healthcare, housing, and jobs will empower those served to meet their individual needs, make more informed choices, achieve their life goals and contribute to the success of the community. Through “Hub” services, parents and caregivers will acquire more knowledge and resources to support their children’s early literacy and development—on their own, or within a community of support—and ensure that their children are school-ready. The community and its future will be healthier, happier, and stronger.

Goal

Connect customers to a wide variety of programs, services and activities provided by the Library, community agencies and organizations

Objectives

1. Create an Early Learning and Community Information Hub space, and programming to support families.
2. Partner with 211 San Diego to connect the community to needed resources and services.
3. Expand community health education and access and workforce development work through READS Learning Center.



THEME 2 - EQUITY

An essential partner in the movement for racial equity

Achieving racial equity, and moving beyond simple diversity initiatives, is imperative for public institutions in the coming decade. Transforming the Library from within will result in improved outcomes and support for all staff. These changes will translate into better representation of the community in the Library, and contribute to the public's well-being and sense of belonging.

Goal

Organize efforts to advance, normalize and operationalize racial equity

Objectives

1. Build a Library work force which respects and reflects the diversity of its community.
2. Start conversations among City leadership about employment opportunity and equity for Black, Indigenous, and People of Color (BIPOC).
3. Meet with partners and organizations who work with BIPOC communities.



THEME 3 - EXPANSION

An expanded Library presence throughout the community

The community needs as much access as possible to what the Library can offer directly (materials, content, programs and services) and what the Library can connect it to (coordinated referrals to other agencies and organizations, connections to community partners). It will benefit from having access to what the Library provides without needing private transportation, or expensive personal technology, in the form of increased employment and healthcare, and cultural and recreational opportunities that community members otherwise cannot afford.

Goal

Plan for needed Library spaces and outreach sites using all potential opportunities and resources

Objectives

1. Develop a Library Facilities Master Plan to strategically increase Library service delivery spaces.
2. Update the facilities element statement for the City's General Plan.
3. Establish a Library presence within existing City facilities.
4. Create a comprehensive plan and timeline for replacement or refresh of furnishings, surfaces, signage, utilities and technology; and for deferred maintenance planning



THEME 4 - DEMAND

Easily accessible Library materials and programs

Reading books enriches people's lives, access to print materials is strongly correlated to academic success in children, and attending Library programs can broaden horizons. While these resources are equally available to all, access to these resources is not distributed evenly within the community, nor are the resources equally used. By taking a data-driven deep dive into its processes, the Library can provide better access to better resources, thereby making this community stronger and more well-rounded.

Goal

Deliver Library materials and programs in the format, manner and location desired, to increase circulation and participation

Objectives

1. Formalize processes to evaluate the effectiveness of Library programs.
2. Create a Library-wide plan for a popular, high-demand collection.
3. Provide innovative ways for customers to obtain library services and materials.

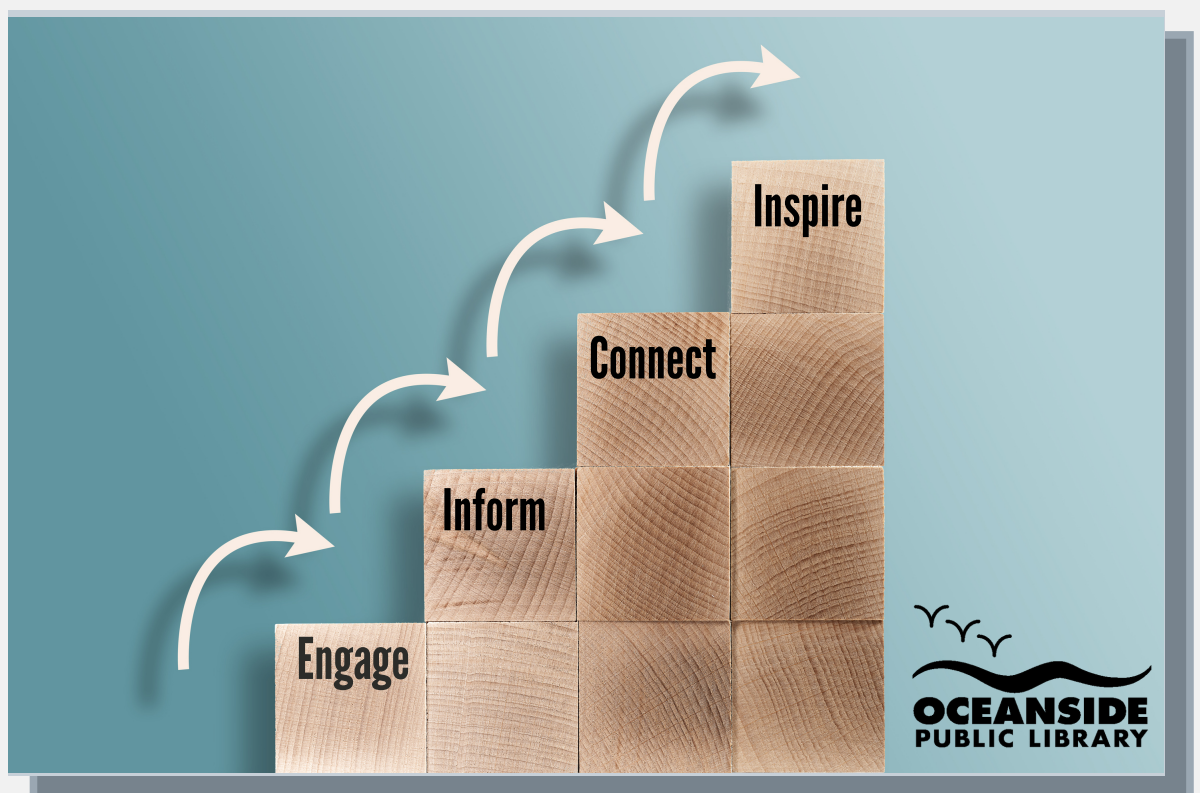


NEXT STEPS

The library understands that some of these objectives are immediately deliverable, some are longer-term, and some will only be accomplished through additional funding, grant opportunities or the deployment of staff and resources. The Library management team will be looking to the Library Board of Trustees to advise on setting the priorities for this process. With proper resources in place, library staff will work with the managers on accomplishing the objectives, along with volunteers and community partners.

To complete the objectives listed in this Plan Update, the Library will:

- Develop annual action steps
- Form teams and assign leaders
- Establish timelines and milestones
- Gather additional community input
- Identify optimal partners or resources
- Commit to relevant staff training
- Research best practices from the wider library community
- Develop outcomes for success
- Be fiscally responsible
- Implement action steps
- Make quarterly reports to ensure alignment with Library and City strategic goals
- Evaluate objectives and identify any needed changes



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ACKNOWLEDGEMENTS

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