



Staff Report

TO: Honorable Mayor and Members of the Town Council
FROM: Sarah Comstock, Community Engagement Librarian
DATE: May 3, 2019
RE: Loomis Library & Community Learning Center Strategic Plan

Recommendation

Discuss the 2019-2022 Loomis Library & Community Learning Center Strategic Plan and approve Resolution, adopting the 2019-2022 Loomis Library & Community Learning Center Strategic Plan.

Issue Statement and Discussion

In August of 2018 the Loomis Library & Community Learning Center hired Jennifer K. Sweeney & Associates, LLC to prepare a strategic plan for the Loomis Library & Community Learning Center. Over the course of the next 6 months, Jennifer Sweeney compiled statistics, held stakeholder interviews, and held two public planning sessions on January 12, 2019 and February 2, 2019.

The strategic plan is used to outline goals and direction for the Loomis Library & Community Learning Center during the upcoming years. It provides the actions needed to achieve those goals, as well as who are the parties responsible for executing them. With this, the Library has a set action plan to ensure success in the future.

The Strategic Plan laid out by Jennifer K. Sweeney & Associates, LLC lays out the strategic directions in four main categories representing the most important and pressing issues for the success of the Loomis Library & Community Learning Center: 1) Create Fiscal Sustainability ; 2) Develop Library Collections, Services & Technology ; 3) Engage the Community ; 4) Utilize Space. These broad categories are then broken down into smaller action items on a quarterly timeline from 2019 – 2022. This gives the Loomis Library & Community Learning Center a clear outline of the tasks that need to be completed to reach our goals.

CEQA Requirements

There are no CEQA implications with the recommended action.

Financial and/or Policy Implications

There are no direct financial implications to the recommended action. The Strategic Plan includes several initiatives that will require funding from the Town; however, these will be implemented as budget allows and as Council and the Library Board prioritize.

Attachments

- A. Resolution
- B. Loomis Library & Community Learning Center Strategic Plan 2019-2022

TOWN OF LOOMIS

RESOLUTION NO. 19-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF LOOMIS
ADOPTING THE 2019-2022 LOOMIS LIBRARY & COMMUNITY LEARNING CENTER
STRATEGIC PLAN**

WHEREAS, the Loomis Library & Community Learning Center has hired Jennifer K. Sweeney & Associates LLC to conduct a Strategic Plan; and

WHEREAS, a community-wide survey was conducted as well as stakeholder meetings and two public planning sessions; and

WHEREAS, Jennifer K. Sweeney, with the help of town staff and stakeholders, identified strategic directions and action items for the Loomis Library and Community Learning Center.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the Town Council of the Town of Loomis does hereby adopt the 2019-2022 Loomis Library & Community Learning Center Strategic Plan.

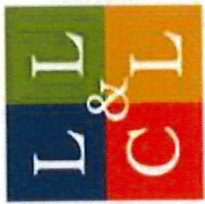
PASSED AND ADOPTED this 14th day of May, 2019 by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Mayor

ATTEST:

Town Clerk



Loomis Library &
Community Learning Center

STRATEGIC PLAN

2019 – 2022

March 2019

LIBRARY MISSION

*Inspiring ideas
Enriching lives
Creating community*

VISION

*Fun, exciting, inviting
Friendly, inclusive
Family-oriented
Easily accessible
Enriching experience
Discovering new things
Community place, local, unique
Responsive to the community*

VALUES

*Community
Competent, capable leadership
Trusted and ethical
Caring, kind, friendly, inclusive
Responsive, reliable, accountable
Committed
Forward thinking*

LOOMIS LIBRARY & COMMUNITY LEARNING CENTER

STRATEGIC PLAN

INTRODUCTION

The Loomis Library and Community Learning Center (CLC) Strategic Planning Initiative was conducted through a collaboration among Library staff, Loomis Library Board, Friends of the Loomis Library, Town officials, community residents, and many other key community stakeholders. A series of planning meetings, workshops, and a community survey resulted in this strategic plan for 2019-2022. The following strategic directions outline the plan.

STRATEGIC DIRECTIONS

A. *CREATE FISCAL SUSTAINABILITY*

As a new stand-alone library, the Loomis Library & CLC needs to accomplish several key actions in order to serve the community, grow, and thrive. These goals include becoming established as an official Town of Loomis entity (accomplished as of March 1, 2019), developing annual and outyear budgets and projections, establishing capital fund reserves, and exploring sustainable funding sources. Additional sources of revenue will need to be developed to renew or replace the existing sales tax base which will cease in 2026. Gaining control of the physical building is a related element of the plan, addressed below under Utilize Space.

B. *DEVELOP LIBRARY COLLECTIONS, SERVICES & TECHNOLOGY*

The Loomis community is developing a coherent sense of needs and priorities for the library. These include collections and programs focused on meeting the information needs of all community residents, for all age groups, for families and children as well as community partners such as the Loomis Basin Historical Society, the Placer County Genealogical Society, schools, local businesses, and services. The Library is envisioned as a cultural hub, providing high quality programming for all and regular after school activities for children and teens, with an

emphasis on performing arts, STEAM programming, and partnerships with local schools. The library will provide high quality information technology including wifi and high speed internet.

C. ENGAGE THE COMMUNITY

The Loomis Library & CLC is envisioned as an active partner in the life of the community and steward of Loomis history. The library will develop strong collaborative relationships with a wide variety of community sectors, focusing on schools, community services, and local businesses. A marketing committee will be established to develop the library's identity and design a marketing campaign to raise awareness and enhance perception of the library in the community.

D. UTILIZE SPACE

As a new municipal entity, Loomis Library & CLC will develop the physical building and its surroundings to meet community needs. The first priority is to secure control of the building and property which is currently owned by Placer County. The library will plan and execute improvements to interior and exterior spaces to use its space more effectively and create new spaces. A professional space planner will be sought to provide a space needs analysis and improvement plan. The Library will work with Town planners to develop future outdoor spaces.

TIMELINE & EVALUATION SCORECARD

Strategic Plan tasks will be accomplished according to the following Timeline for 2019 through 2022. The Evaluation Scorecard is a management tool for Library staff, Library Board members, and Town officials to track progress. This plan is a working document, intended to be reviewed and revised periodically.

The Loomis Library & CLC gratefully acknowledges the contributions of the many individuals who participated in the conversations, workshops, surveys, and countless other efforts leading to the creation of this plan.

TIMELINE

April 2019 – June 2020 (FY 2019-2020)

STRATEGIC DIRECTION	APR-JUN 2019 (Q4 2019)	JUL-SEP 2019 (Q1 2020)	OCT-DEC 2019 (Q2 2020)	JAN-MAR 2020 (Q3 2020)	APR-JUN 2020 (Q4 2020)
A. FISCAL SUSTAINABILITY	Library becomes Town department Define Library Board role & responsibility Develop 2019-21 budget	Explore need for library foundation	Learn County surplus property process Sean will move forward with County, eg MOU	Explore alternative funding sources	Continue /redefine FOLL support
B. LIBRARY COLLECTIONS, SERVICES & TECHNOLOGY	Complete NorthNet membership Maintain all current computers @ optimum functioning Create library of games w/ 10 items Assess volunteer needs & recruit skilled volunteers Finalize volunteer mgmt plan Create staff meeting schedule	Define broadband requirements Plan, create & implement ongoing program for elementary age Partner w/Hacker Lab	Review Library Strategic Plan Finalize vision and values statements Plan, create & implement ongoing program for teens	Explore staff professional development opportunities Establish 2 partnership programs	Assess staffing needs Plan, create & implement civics program
C. COMMUNITY ENGAGEMENT	Create Little Free Library Send Summer Reading publicity Attend events, school open houses, etc. (ongoing)	Launch new library website	Create library marketing plan & message - online databases for patrons Implement message on library website	Establish Bike Mobile Implement marketing message on social media	Increase visibility with schools (eg attend monthly staff meeting, hold teacher appreciation event)
D. SPACE	Secure building ownership – eg execute agreement with County for Town of Loomis building Learn policies and process for structural changes to building	Work on and use patio area	Reconfigure staff office for efficiency Create more storage space	Utilize fireplace (install insert or similar) Increase use of other outdoor spaces, increase visibility & access, use for programs, movies	Plan RFP for professional space needs analysis, design for indoor space Evaluate potential partnership with community planning (civic park)

July 2020 – June 2021 (FY 2021)

STRATEGIC DIRECTION	JUL-SEP 2020 (Q1 2021)	OCT-DEC 2020 (Q2 2021)	JAN-MAR 2021 (Q3 2021)	APR-JUN 2021 (Q4 2021)
A. FISCAL SUSTAINABILITY	Develop 5-year budget projection Develop 2021-23 library budget	Establish Library Foundation Hold fundraiser for library	Establish continuation & capital fund reserves	
B. LIBRARY COLLECTIONS, SERVICES & TECHNOLOGY	Evaluate technology needs, refresh technology (staff & public) Review potential for gaming technology	Review Library Strategic Plan Plan & implement program with a school Create collection development plan – childrens, young adult Research grant opportunities for programming, professional development	Plan new service for families Plan & implement program for businesses Apply for LSTA grant Prepare for Summer Reading	Assess staffing needs Staff complete at least 8 hours of professional development per year Create collection development plan - adult
C. COMMUNITY ENGAGEMENT	Develop publicity for Fall events	Create library marketing plan & message - library card campaign Develop publicity for Spring events	Implement marketing message on social media Develop publicity for Summer Reading	Implement message on social media (FB, Twitter, Instagram)
D. SPACE	Issue RFP for professional space needs analysis, design for indoor space	Conduct professional space needs analysis, design for indoor space	Begin development of indoor public spaces -Phase 1	Explore partnership with Town – Civic Park

July 2021 – June 2022 (FY 2022)

STRATEGIC DIRECTION	JUL-SEP 2021 (Q1 2022)	OCT-DEC 2021 (Q2 2022)	JAN-MAR 2022 (Q3 2022)	APR-JUN 2022 (Q4 2022)
A. FISCAL SUSTAINABILITY	Review 5-year budget projection	Hold Library fundraiser		FUTURE (2023): Renew sales tax
B. LIBRARY COLLECTIONS, SERVICES & TECHNOLOGY	Evaluate technology needs, refresh technology (staff & public) Review potential for gaming technology	Review Library Strategic Plan Plan & implement program for businesses Research grant opportunities for programming, professional development	Plan new service for _____ Apply for LSTA grant Prepare for Summer Reading	Assess staffing needs Staff complete at least 8 hours of professional development per year
C. COMMUNITY ENGAGEMENT	Develop publicity for Fall events	Refresh library marketing plan & implement on website, newsletter Develop publicity for Spring events	Implement refreshed message on social media Develop publicity for Summer Reading	
D. SPACE		Develop indoor spaces – Phase 2		

EVALUATION SCOREBOARD

SMARTGOALS	Completion Date	Responsible Party & Partners	Progress
A. CREATE FISCAL SUSTAINABILITY			
1. Library becomes Town department 2. Develop Library Board role & responsibility 3. Develop 2019-21 budget	JUN 2019	TOWN	
4. Explore need for library foundation	SEP 2019	LIBRARY BOARD	
5. Learn County surplus property process 6. Sean will move forward with County, eg MOU	DEC 2019	TOWN	
7. Explore alternative funding sources	MAR 2020	LIBRARY BOARD	
8. Continue /redefine FOLL support	JUN 2020	LIBRARY BOARD, FOLL	
9. Develop 5-year budget projection 10. Develop 2021-23 library budget	SEP 2020	TOWN	
11. Establish Library Foundation 12. Hold fundraiser for library	DEC 2020	LIBRARY BOARD, FOLL	
13. Establish continuation & capital fund reserves	MAR 2021	TOWN	

14. Review 5-year budget projection	Sep 2021	TOWN	
15. Hold Library fundraiser	Dec 2021	LIBRARY BOARD, FOLL	
16. FUTURE (2023): Renew sales tax – Develop committee	Jun 2022	TOWN, LIBRARY BOARD	
B. DEVELOP LIBRARY COLLECTIONS, SERVICES & TECHNOLOGY			
1. Complete NorthNet membership 2. Maintain all current computers @ optimum functioning 3. Create library of games w/ 10 items 4. Assess volunteer needs & recruit skilled volunteers 5. Finalize volunteer mgmt plan 6. Create staff meeting schedule	JUN 2019	LIBRARY	
7. Define broadband requirements 8. Plan, create & implement ongoing program for elementary age 9. Partner w/Hacker Lab	SEP 2019	TOWN, LIBRARY	
10. Review Library Strategic Plan 11. Finalize Vision & Values statements 12. Plan, create & implement ongoing program for teens	DEC 2019	LIBRARY BOARD LIBRARY	
13. Explore staff professional development opportunities 14. Establish 2 partnership programs	MAR 2020	LIBRARY	

15. Assess staffing needs 16. Plan, create & implement civics program	JUN 2020	LIBRARY	
17. Evaluate technology needs, refresh technology (staff & public) 18. Review potential for gaming technology	SEP 2020	LIBRARY	
19. Review Library Strategic Plan 20. Plan & implement program with a school 21. Create collection development plan – childrens, young adult 22. Research grant opportunities for programming, professional development	DEC 2020	LIBRARY	
23. Plan new service for families 24. Plan & implement program for businesses 25. Apply for LSTA grant 26. Prepare for Summer Reading	MAR 2021	LIBRARY	
27. Assess staffing needs 28. Staff complete at least 8 hours of professional development per year 29. Create collection development plan – adult	JUN 2021	LIBRARY	

<p>30. Evaluate technology needs, refresh technology (staff & public)</p> <p>31. Review potential for gaming technology</p>	LIBRARY	SEP 2021	
<p>32. Review Library Strategic Plan</p> <p>33. Plan & implement program for businesses</p> <p>34. Research grant opportunities for programming, professional development</p>	LIBRARY	DEC 2021	
<p>35. Plan new service for _____</p> <p>36. Apply for LSTA grant</p> <p>37. Prepare for Summer Reading</p>	LIBRARY	MAR 2022	
<p>38. Assess staffing needs</p> <p>39. Staff complete at least 8 hours of professional development per year</p>	LIBRARY	DEC 2022	
C. ENGAGE THE COMMUNITY			
<p>1. Create Little Free Library</p> <p>2. Send Summer Reading publicity</p> <p>3. Attend events, school open houses, etc. (ongoing)</p>	LIBRARY	JUN 2019	
<p>4. Launch new library website</p>	LIBRARY	SEP 2019	

5. Create library marketing plan & message - online databases for patrons 6. Implement message on library website	DEC 2019	LIBRARY	
7. Establish Bike Mobile 8. Implement marketing message on social media	MAR 2020	LIBRARY	
9. Increase visibility with schools (eg attend monthly staff meeting, hold teacher appreciation event)	JUN 2020	LIBRARY	
10. Develop publicity for Fall events	SEP 2020	LIBRARY	
11. Create library marketing plan & message - library card campaign 12. Develop publicity for Spring events	DEC 2020	LIBRARY	
13. Implement marketing message on social media 14. Develop publicity for Summer Reading	MAR 2021	LIBRARY	
15. Implement message on social media (FB, Twitter, Instagram)	JUN 2021	LIBRARY	
16. Develop publicity for Fall events	SEP 2021	LIBRARY	
17. Refresh library marketing plan & implement on website, newsletter 18. Develop publicity for Spring events	DEC 2021	LIBRARY	

19. Implement refreshed message on social media	MAR 2022	LIBRARY	
20. Develop publicity for Summer Reading			
D. UTILIZE SPACE			
1. Secure building ownership – eg execute agreement with County for Town of Loomis building	JUN 2019	LIBRARY	
2. Learn policies and process for structural changes to building			
3. Work on and use patio area	SEP 2019	LIBRARY	
4. Reconfigure staff office for efficiency	DEC 2019	LIBRARY	
5. Create more storage space			
6. Utilize fireplace (install insert or similar)			
7. Increase use of other outdoor spaces, increase visibility & access, use for programs, movies	MAR 2020	LIBRARY	
8. Plan RFP for professional space needs analysis, design for indoor space			
9. Evaluate potential partnership with community planning (civic park)	JUN 2020	LIBRARY	
10. Issue RFP for professional space needs analysis, design for indoor space	SEP 2020	LIBRARY	

11. Conduct professional space needs analysis, design for indoor space	DEC 2020	LIBRARY	
12. Begin development of indoor public spaces -Phase 1	MAR 2021	LIBRARY	
13. Explore partnership with Town – Civic Park	JUN 2021	LIBRARY	
14. Develop indoor spaces – Phase 2	DEC 2021	LIBRARY	