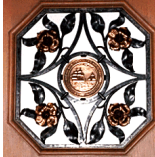


# Oregon State Library Strategic Plan 2014 – 2017



# Strategic Plan, 2014 – 2017

The Oregon State Library is a small independent agency overseen by a seven-member Library Board of Trustees. Created in 1905 and housed in a 1939 WPA building, State Library services and materials have evolved over the last 110 years, while continuing to focus on providing excellent library service to our customers.



The first state librarian, Cornelia Marvin, would not recognize some aspects of the library today, but many would still be very familiar to her. The tools have changed but the goals have not. We continue to find new and innovative ways to deliver library service while honoring our history.

A common question in communities of many kinds is, “Are libraries still relevant?” We would answer yes. We have worked over the last two years to explore the needs of our customers and how we can best meet those needs.

Our strategic planning process began in 2013 with work groups from state agencies and the library community who identified and discussed what we were doing, what we needed to be doing, and where there were gaps. In August of 2014 we began work on this strategic plan, basing it on the community engagement done to date. The Board of Trustees developed an updated vision and mission that led to important conversations among staff about our role of value, core values, and what strategic imperatives we need to pursue.

The result of the work of the Board of Trustees, staff at the Oregon State Library, and our colleagues and customers in the library community and state agencies is this roadmap for the next two and half years.

--MaryKay Dahlgreen, State Librarian  
February 20, 2015

## Vision

*All Oregonians have the information essential to be engaged citizens, to strengthen our communities, and to build a prosperous state.*

## Mission

*The State Library provides leadership and resources to continue growing vibrant library services for Oregonians who are print-disabled, the Legislature and state*



## Our Unique Value

### We Connect...

- Oregonians to library services of public, school, academic, and tribal libraries through technical assistance, statewide programs, and grant funding.
- Oregon state government to information with relevant materials and expertise that supports informed decision-making.
- Oregonians who are print-disabled to reading materials through our partnership with the National Library Service for the Blind and Physically Handicapped.

## Core Values

(We demonstrate these core values in everything we do...)

### **Open to opportunity**

We try new things, take smart risks, and ask “what if” to innovate and problem solve.

### **Excellent customer service**

We learn from and respond to our users and co-workers so we can better deliver services to meet needs.

### **Strong Community**

We compromise, cooperate, and connect to achieve mutual success.

### **Professionalism**

We are honest, good stewards, keep our commitments, and are responsible for our actions.

### **Personal leadership**

We take initiative, actively participate, and use open two-way communication to improve ourselves and our work environment.

## Three-Year Objectives

- Improve customer satisfaction including fulfillment with State Library resources and referrals for both quality of service and product
- Establish a method to prioritize services by customer segment
- Increase awareness of the State Library
- Increase usage of State Library services
- Increase efficiency through reduction of duplication, overlap and fragmentation

# Strategic Imperatives

We will focus our efforts on these for  
the next 2.5 years as we continue to serve Oregonians

## Focus on the Customer

This imperative will be met by developing customer service standards, defining customer segments, identifying potential new customers, and assessing customer satisfaction to determine allocation of resources.

## Build Awareness of the State Library

This imperative will require a “reputation audit,” the results of which will lead to the development of an awareness campaign that will result in increased usage of the State Library by key audiences.

## Cultivate Staff Strengths

The success of this imperative will require a performance management system that provides a framework for continuous improvement and appropriate professional development for all staff.

## Enhance Partnerships

The success of this strategic imperative will require defining the concept of partnership, determining where we can reduce overlap and duplication of services, and working collaboratively with partner agencies to increase effectiveness and efficiency in services to all Oregonians.

