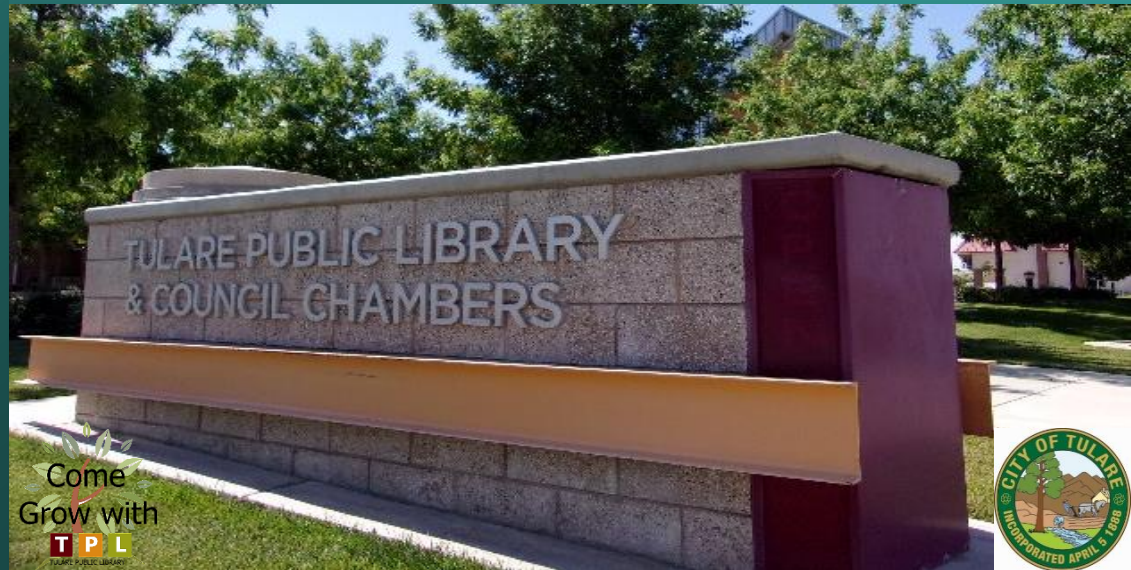




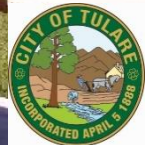
# Tulare Public Library

Strategic Plan: July, 2016 – June, 2020

June, 2016 - Sara Brown, City Librarian



Come  
Grow with  
**T P L**  
Tulare Public Library





# Tulare Public Library's Strategic Plan Includes:

PROJECT BACKGROUND AND PROCESS

MISSION STATEMENT

VISION STATEMENTS

VALUE STATEMENTS

GOALS AND STRATEGIES



# TPL'S PROJECT BACKGROUND

## OVERVIEW

Tulare Public Library (TPL) is the City of Tulare's community library and functions as both a branch library and an Administrative library, as the staff serves the public as well as purchases, processes, and coordinates all the resources, programs, and services.

TPL is funded by the City of Tulare's General Fund under the umbrella of the Community Development Department which includes the Library; Parks; Recreation; Senior Services; Building Safety; Economic Development; Engineering; Housing & CDBG Services; and, Planning.

TPL is also a member of the San Joaquin Valley Library System, a Central Valley consortium that provides resource-sharing services to its ten member library systems with over a 118 libraries between them.

## FY 14-15 OBSERVATIONS

According to [www.city-data.com](http://www.city-data.com), the City of Tulare has a population of 61,867, but in FY 14-15, TPL received 174, 726 visits during the 43 hours a week they were open, a 6.5% increase from FY 13-14.

Also, in FY 14-15, TPL observed:

- 168% increase in reference questions asked (45,959)
- 4% increase of patrons who utilized the computer (36,640)
- 13% increase in volunteer hours (9,351)
- 81% increase in program attendance or outreach attendance (18,866)

However, TPL, saw a 7.7% decrease in physical item circulation (244, 855) while revenues increased from Test Proctoring; Fax & Copy Services; and, our first FY of U.S. Passports.

## NEED FOR PLAN TO ADDRESS CHANGES

Like other public libraries, Tulare Public Library is in a period of rapid and intense change driven by technology, access to resources, funding, and customer and partner expectations. Tulare Public Library started this Strategic Planning Process in August, 2015, to address these changes.



# TPL'S PROJECT PROCESS

## BEGINNINGS

The Strategic Planning Process began in August, 2015, with the announcement of the process at the Annual Presentation to City Council, "TPL: How We've Grown FY 14-15."



## PROCESS OF STEPS TAKEN IN FY 15-16 TO COMPLETE THE STRATEGIC PLAN PROCESS

August, 2015: Announcement to City Council of Strategic Plan Process & Public Workshops

August, September, and October, 2015: Marketed 2 Public Workshops via e-blasts; Social Media; and, in-house

October, 2015: Held 2 Public Workshops

November and December, 2015: Library Staff researched national library trends and statistics

January, 2016: Review of library results by staff and the Library Advisory Board of the City Community Survey, "Tell Us How We're Doing"

April and May, 2016: Staff developed Strategic Plan Draft from all of the above; city and census data; and, TPL FY 14-15 statistics

June, 2016: Strategic Plan Draft Completed

June, 2016: Review of Draft by Library Advisory Board

June, 2016: Completion of Strategic Plan

July, 2016: Creation of Dashboards

Aug., 2016: Presentation to City Council & Online Posting at [www.tularepubliclibrary.org](http://www.tularepubliclibrary.org)

Sept., 2016: Presentation to Community Service Groups

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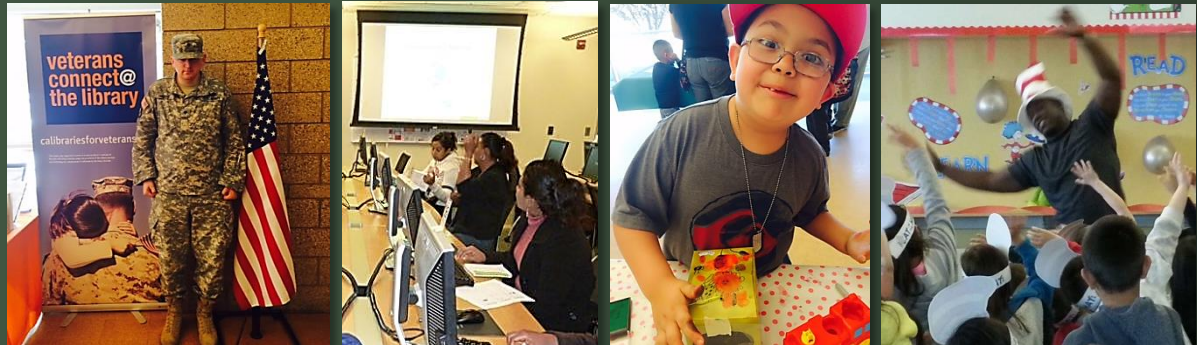
## TPL MISSION

To enrich lives and build community through equal opportunities to learn, connect, interact, and grow.

Our mission reflects the commitment we are making to the community.



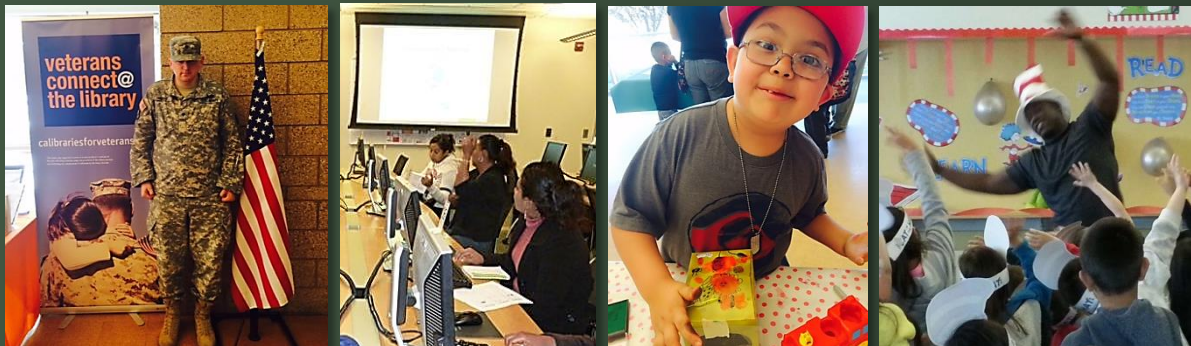
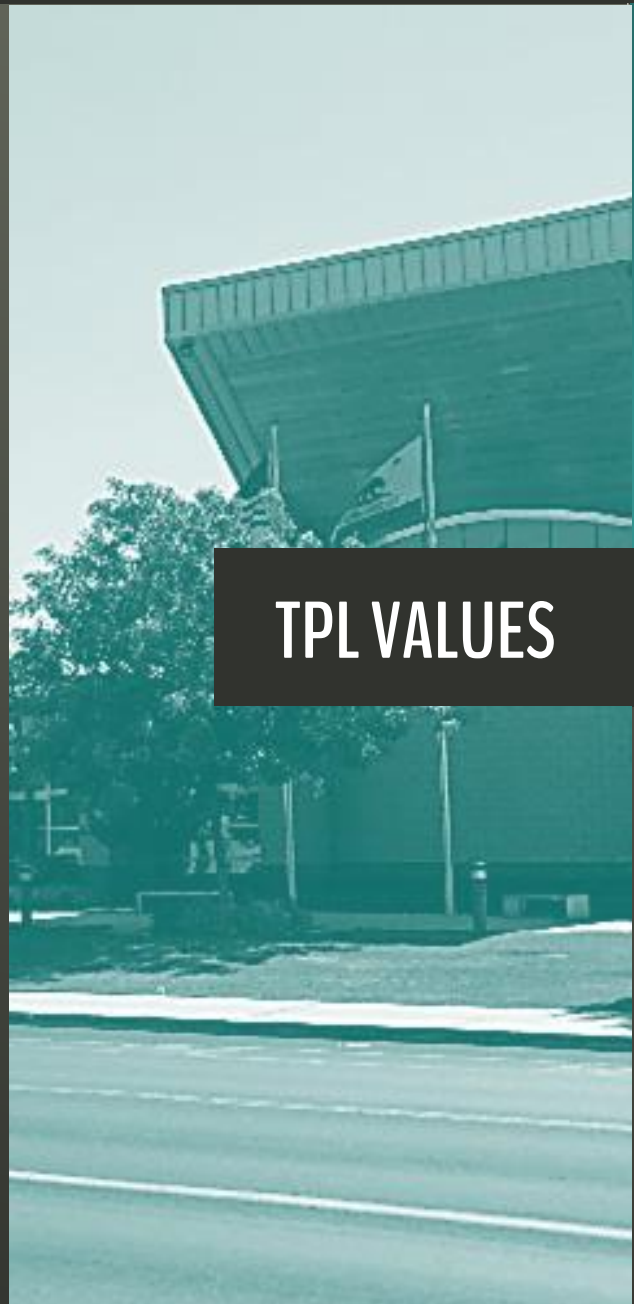
# TPL VISION



## Tulare Public Library...

- Is recognized as the premier resource for educational support, self-directed learning, and community engagement.
- Provides invaluable tools, materials, technology, and services for building the community's prosperity.
- Anticipates community challenges and responds with creativity and innovation.
- Is a welcoming community gathering place and a cornerstone of family, cultural, and civic life.
- Bases all service decisions on customer needs and preferences.
- Is a dynamic, team-based department that leverages City of Tulare resources through the contribution of each individual's and City of Tulare department's strengths.

Our vision articulates what success will look like in the future.



# TPL VALUES

**Accountability**  
Serving as a responsible steward of the public's resources and trust

**Community**  
Providing opportunities for people to meet, exchange ideas, and participate in the life of the community

**Connection**  
Facilitating meaningful collaborations between individuals, groups, and organizations

**Inclusiveness**  
Making rich cultural and intellectual resources available to everyone

**Learning**  
Promoting learning and literacy in all forms

**Respect**  
Honoring diversity and individual perspectives

Our values direct us in our service to the community and interaction with one another.

# TPL GOALS



## GOAL A

Support Educational and Learning Opportunities

## GOAL B

Support Workforce and Economic Prosperity

## GOAL C

Foster Community Connections

## GOAL D

Utilize Technology to Strengthen Digital Presence and Bridge Digital Divide

## GOAL E

Raise Awareness of Library Through Marketing

## GOAL F

Assess and Pursue Sustainable Funding Opportunities



**GOAL A:** Support Educational and Learning Opportunities



**STRATEGY 1**

Expand and strengthen early literacy collections, programs, and services

**STRATEGY 2**

Support and strengthen student learning and well-being (K-12) through resource-sharing with community partners, programs, and services

**STRATEGY 3**

Support and strengthen reading and self-directed learning through responsive collections; innovative programming and technology; and, collaborations with community partners



**GOAL B:** Support Workforce and Economic Prosperity

**CAREER ONLINE HIGH SCHOOL**

GET YOUR HIGH SCHOOL DIPLOMA FOR FREE  
A SECOND CHANCE TO FINISH WHAT YOU STARTED.



**STRATEGY 1**

Educate for digital literacy and basic workplace skills

**STRATEGY 2**

Enhance all areas of literacy (financial; health; English for Speakers of Other Languages; and, more)

**STRATEGY 3**

Leverage partnerships to develop and promote jobs and small business services

**LIVE**  
Interview Coaching  
Resume Consultation  
Online Networking  
Career Counseling



brainfuse  
**JobNow**<sup>TM</sup>

Free LIVE Career Assistance is now available  
with your library card!

**AZ**  
to  
databases

**FREE:**

- Email Marketing
- Job Search
- Mailing Lists & Sales Leads
- People Look-Up
- Business Profiles

## GOAL C: Foster Community Connections



### STRATEGY 1

Design spaces, services, programs and collections for all, with special emphasis on the needs of each community with reference to the City of Tulare's General Plan, Adopted October 7, 2014

### STRATEGY 2

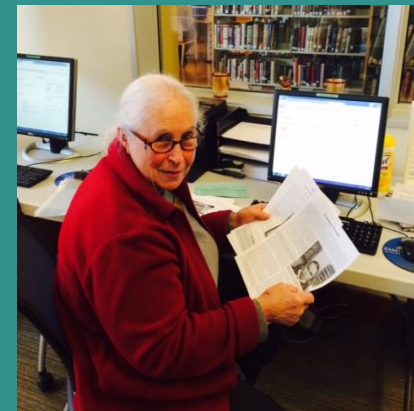
Anticipate and respond to the evolving needs and expectations of present and future community groups

### STRATEGY 3

Increase TPL's ability to respond to community needs by building partnerships and collaborations with individuals, groups, organizations, and other City of Tulare Departments



**GOAL D:** Utilize Technology to Strengthen Digital Presence and Bridge Digital Divide



**STRATEGY 1**

Connect people and services through free and equal access to information and resources

**STRATEGY 2**

Connect people to services and information through technology for economic development

**STRATEGY 3**

Increase library staff's awareness of emerging technology and technology-based tools and services

Look for Books & More



SEARCH

Events



READ MORE

eBooks



READ MORE

Passports & Govt. Resources



READ MORE

Research & Databases



SEARCH

**GOAL E:** Raise Awareness of Library Through Marketing



**STRATEGY 1**

Promote the Library's value to our community

**STRATEGY 2**

Promote Library programs, services and collections to raise the Library's profile

**STRATEGY 3**

Participate in relevant local, state, and national library meetings to explore marketing and general trends in libraries

## GOAL F: Assess and Pursue Sustainable Funding Opportunities



### STRATEGY 1

Expand Tulare Library Foundation and Tulare Friends of the Library support to supplement General Fund revenue

### STRATEGY 2

Pursue grant opportunities to supplement General Fund revenue

### STRATEGY 3

Assess whether a Library Ballot Measure would appeal to the City of Tulare community to supplement General Fund revenue

**Why?** In order to fulfill all the goals outlined in this plan, identifying and implementing future sustainable funding strategies will be vitally important. Currently, the City's General Fund finances TPL's operations, services, and facilities along with generous annual contributions from the Tulare Library Foundation, a 501(c)(3), and their sub-committee, the Friends of the Tulare Public Library. While these will continue to be strong sources of funding, diversified funding sources limits the exposure of an organization to downturns in any one area of support. It also provides greater funding flexibility to develop and implement the programs, services, and resources that meet the goals of the Strategic Plan. Hence, it is a priority for the Library Advisory Board to review and pursue other dependable forms of library funding the course of the Strategic Plan's four years.

# Where Do We Go From Here?

Tulare Public Library's Strategic Plan from July, 2016 - June, 2020, was designed to assist staff in their evaluation process of programs, resources, and services that TPL offers the community. Staff members now have a strategic means to ask, "Does this program, resource, or service support TPL's mission, values, and goals, etc.?" However, in order to ensure that we are meeting our 4-year goals, TPL will track and review them annually. Hence, the next step in the new FY will be to create and implement a Dashboard with the Library Advisory Board's input as both a planning tool to evaluate a new program, resource, or service and as an annual review tool. This Dashboard will give TPL staff a mechanism to track our goals and any budgetary concerns, so that corrections can be made to stay aligned with those goals and budgets.

## Thank you to the following stakeholders for your assistance:

The Tulare Public Library Advisory Board; Community Development Director, Rob Hunt; Public Workshop Attendees; Survey-Takers for the 2015 City Survey, "Tell Us How We're Doing;" City Staff; Tulare Library Foundation members; Friends of the Tulare Public Library members; Sequoia Genealogical Society members; various community members, and, the Tulare Public Library Team.

*Sincerely,*

Sara Brown, City Librarian



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