

2014 – 2017 IMPLEMENTATION PLAN

STOCKTON
SAN JOAQUIN COUNTY

**PUBLIC
LIBRARY**



IMPLEMENTATION PLAN

The Stockton-San Joaquin County Public Library's (SSJCPL) 2014-2017 Strategic Plan will only add value if it is implemented and utilized—*if it becomes a blueprint and roadmap for action*. To this end, this implementation plan outlines the actionable items and actions steps for addressing priorities, goals, and strategic initiatives. The framework is built around the following strategic priorities:

- ♦ Access to Information, Resources, Services.
- ♦ Educational and Learning Opportunities.
- ♦ Workforce and Career Development.
- ♦ Engaging and Empowering Diverse Communities.

The actionable items related to SSJCPL's strategic priorities, goals, and strategic initiatives will be implemented, monitored, and measured within the following parameters:

- ♦ Actionable items that can be accomplished in the next 12 months.
- ♦ Actionable items that can be accomplished in the next 12 to 24 months.
- ♦ Actionable items that can be accomplished within the three year timeframe of the strategic plan.

Ensuring SSJCPL's Strategic Plan is implemented will require ongoing monitoring of progress on goals and actionable items. SSJCPL staff will have responsibility and accountability for implementation. At least annually, community input and feedback will be solicited to help assess the degree to which the plan is meeting expectations and the extent to which progress is being made. This implementation plan will be adjusted as needed to adapt to changing conditions and circumstances and to ensure the plan is embedded in SSJCPL's daily operations and becomes a dynamic, living, breathing document.

1

ACCESS TO INFORMATION,
RESOURCES, SERVICES

2

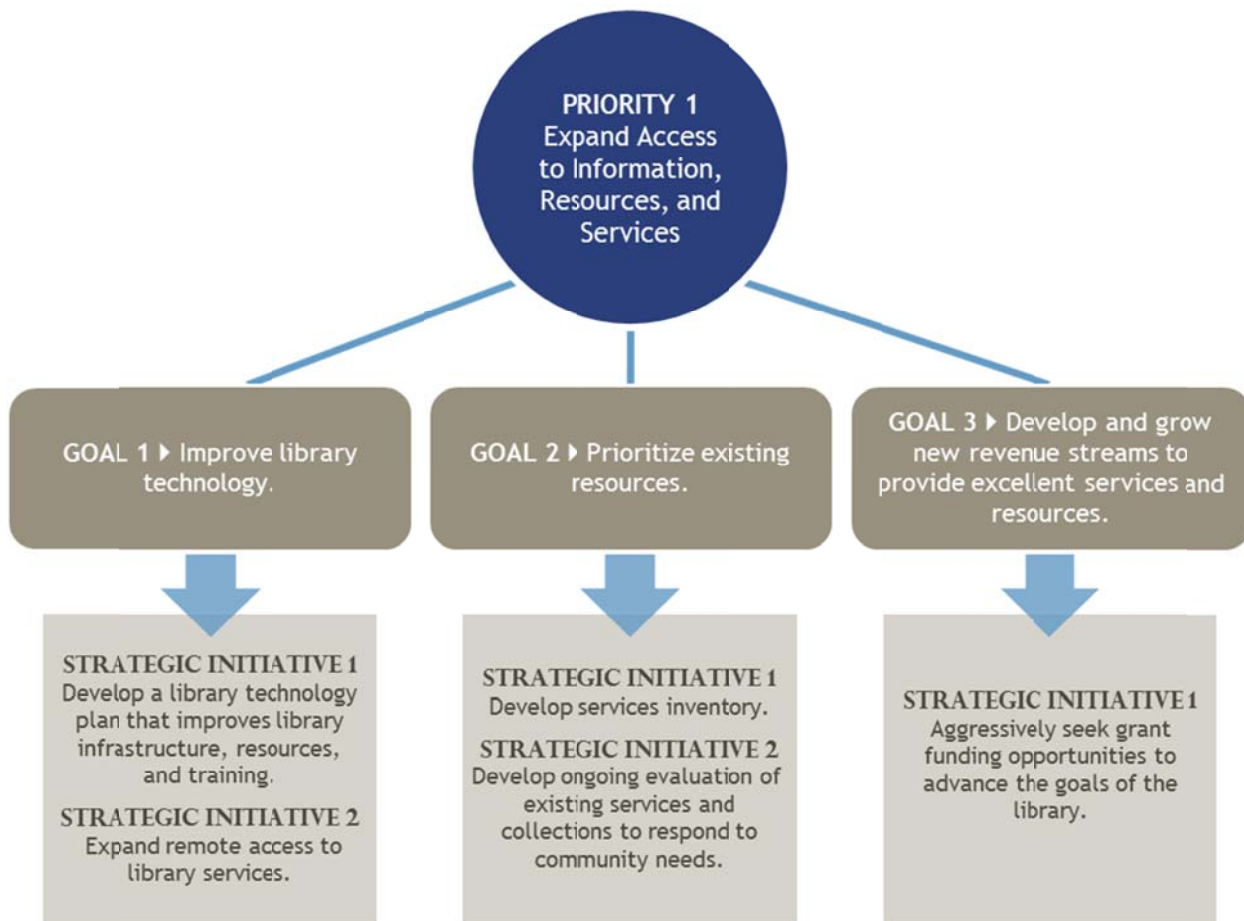
EDUCATIONAL AND LEARNING
OPPORTUNITIES

3

WORKFORCE AND CAREER
DEVELOPMENT

4

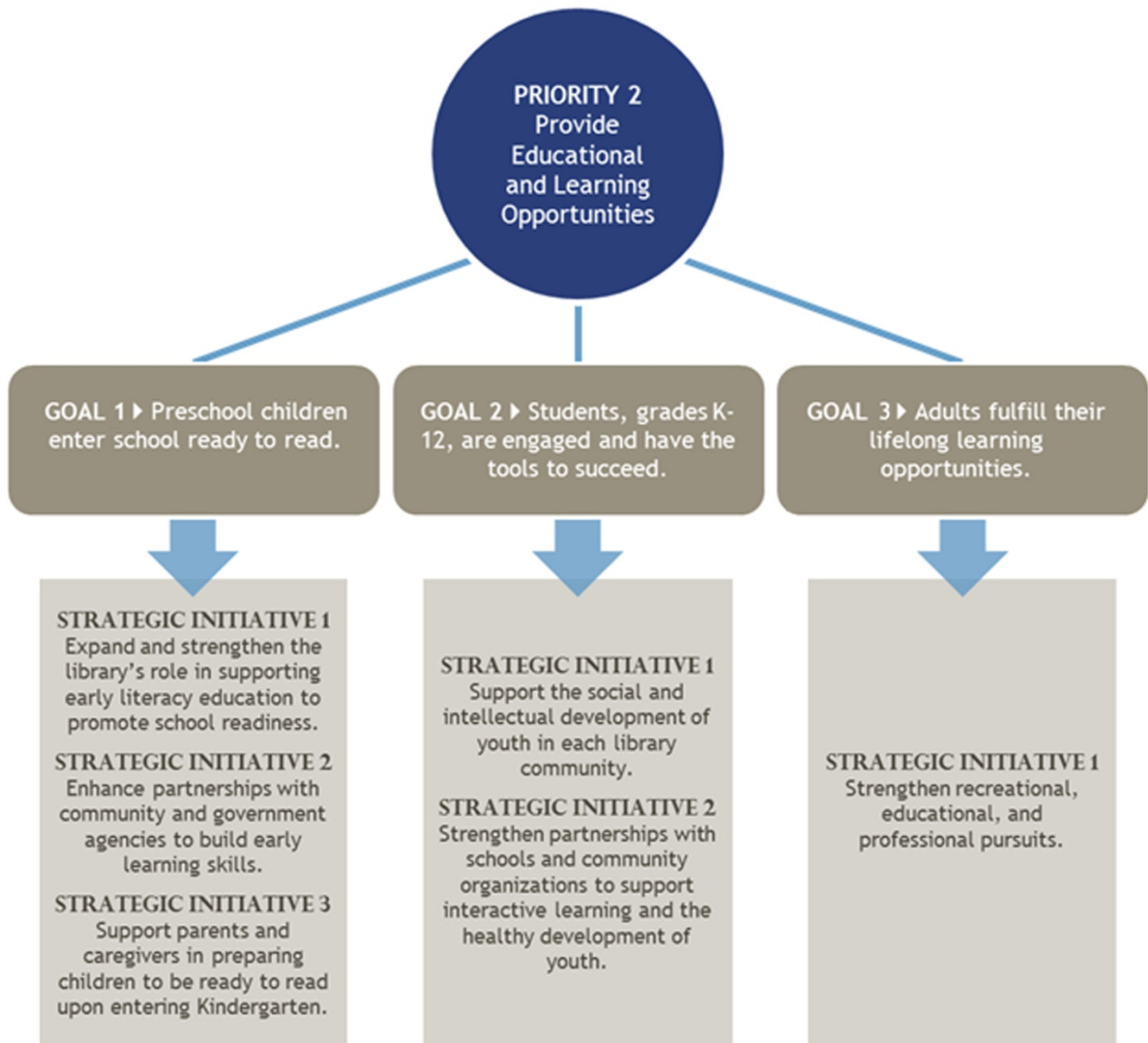
ENGAGE AND EMPOWER
DIVERSE COMMUNITIES



IMPLEMENTATION PLAN

PRIORITY 1: EXPAND ACCESS TO INFORMATION, RESOURCES, AND SERVICES			
GOAL	STRATEGIC INITIATIVE	ACTIONABLE ITEM	DATE
1 ▶ Improve library technology.	1 ▶ Develop a library technology plan that improves library infrastructure, resources, and training.	Develop a system-wide technology plan.	December 31, 2014
		Develop detailed plan of implementation.	March 31, 2015
	2 ▶ Expand remote access to library services.	Implement capacity for online payment of customer fines and fees.	June 30, 2015
		Conduct feasibility study to add streaming media to library collection.	December 31, 2014
		Conduct feasibility study to allow for the creation of new library card accounts remotely.	December 31, 2014
2 ▶ Prioritize existing resources.	1 ▶ Develop services inventory.	Survey all staff regarding existing services, programs, and work tasks.	September 30, 2014
		Compare existing services to local community offerings to identify any redundancy of efforts and possibilities for partnerships.	
		Identify services and collections which can be streamlined, offered by a non-library service provider, or eliminated.	
	2 ▶ Develop ongoing evaluation of existing services and collections to respond to community needs.	Starting in May 2015, and each year thereafter, community input will be solicited to evaluate and assess community needs.	May 2015
3 ▶ Develop and grow new revenue streams to provide excellent services and resources.	1 ▶ Aggressively seek grant funding opportunities to advance the goals of the library.	Identify opportunities and capacity for staff, volunteers, and advocates to receive training and research methods in grant writing.	

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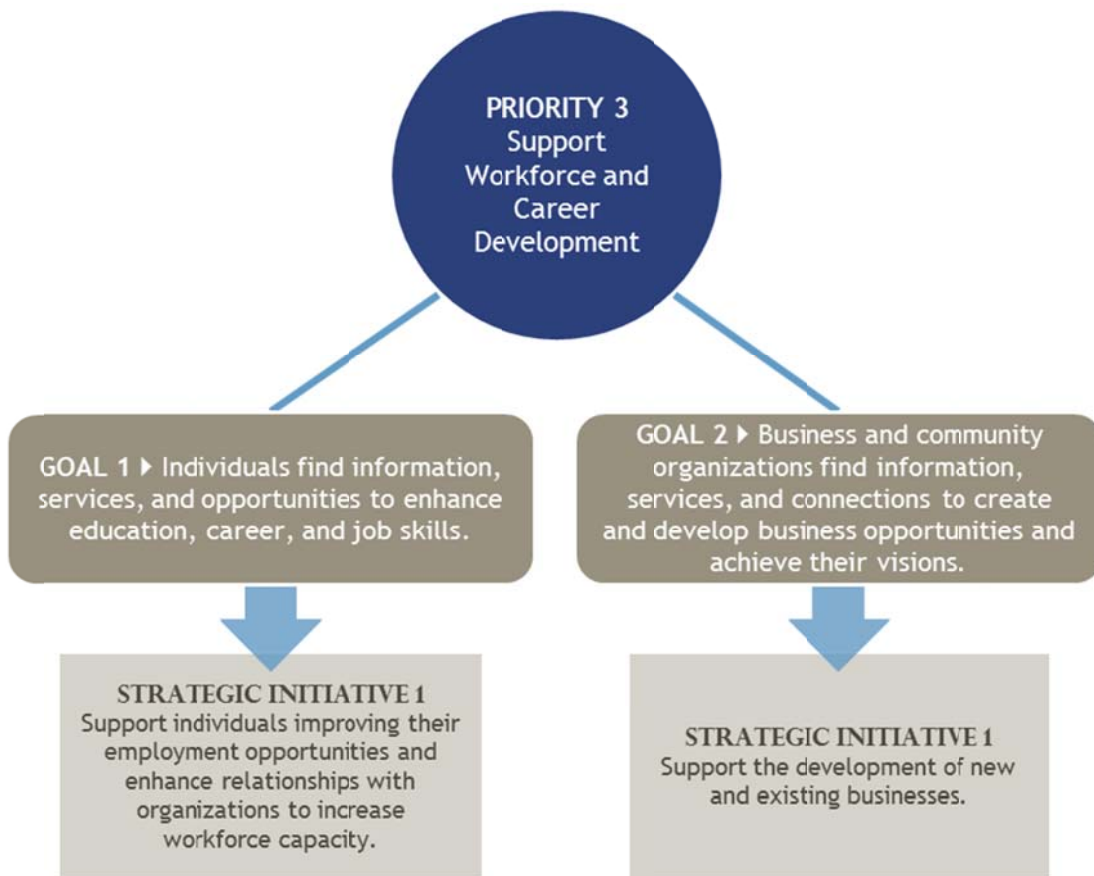


IMPLEMENTATION PLAN

PRIORITY 2: PROVIDE EDUCATIONAL AND LEARNING OPPORTUNITIES			
GOAL	STRATEGIC INITIATIVE	ACTIONABLE ITEMS	DATE
1 ▶ Preschool children enter school ready to read.	1 ▶ Expand and strengthen the library's role in supporting early literacy education to promote school readiness.	Conduct weekly early literacy programming for children ages 0-5 at each branch.	
		Plan for and showcase a designated play space in the children's area of each branch which will provide appropriate interactive experiences to engage and promote literacy development.	June 30, 2015
		Offer both in-house and external training opportunities for staff throughout the year that specifically focus on early literacy and school readiness issues.	
		Develop an organizational culture that teaches and promotes Every Child Ready to Read skills: Reading, Writing, Talking, Singing, and Playing.	
	2 ▶ Enhance partnerships with community and government agencies to build early literacy skills.	Develop two viable partnerships with early literacy educators and supporters within each community with the goal of collaborating with partners to develop the most salient early literacy concepts on which to focus during the library's program development for children aged 0-5.	June 30, 2015
		Develop explicit standards for children's programming to incorporate school readiness and early literacy concepts.	
	3 ▶ Support parents and caregivers in preparing children to be ready to read upon entering Kindergarten.	Host one annual workshop for parents at each branch in early spring with the targeted purpose of enhancing school readiness.	
Develop and maintain a Parenting Collection that is current and relevant to community needs and interests at each branch.		June 30, 2015	
2 ▶ Students, grades K-12, are engaged and have the tools to succeed.	1 ▶ Support the social and intellectual development of youth in each library community.	Present at least two life skills workshops targeting teens at each branch annually.	
		Create, or facilitate the creation of, one literacy-based club that meets at least quarterly in order to promote a culture of reading and social engagement among local youth.	
	2 ▶ Strengthen partnerships with schools and	Actively support nonprofit, school-sponsored tutoring by accommodating space needs when feasible.	

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PRIORITY 2: PROVIDE EDUCATIONAL AND LEARNING OPPORTUNITIES			
GOAL	STRATEGIC INITIATIVE	ACTIONABLE ITEMS	DATE
	community organizations to support interactive learning and the healthy development of youth.	On an annual basis, partner with educators at each location to develop one or more curriculum-based displays or events/exhibits featuring achievements of local youth.	
		Collaborate with local youth at each branch to maintain a display of community information, events, and clubs targeting tweens and teens.	
3 ▶ Adults fulfill their lifelong learning opportunities.	1 ▶ Strengthen recreational, educational, and professional pursuits.	Provide adult programs that stimulate community engagement and civic literacy and discussion.	
		Explore additional services which expand library resources and recreational experiences throughout the County.	
		Identify and contact key members of the adult education community in preparation for future collaborative initiatives.	June 30, 2015



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PRIORITY 3: SUPPORT WORKFORCE AND CAREER DEVELOPMENT			
GOAL	STRATEGIC INITIATIVE	ACTIONABLE ITEMS	DATE
1 ▶ Individuals find information, services, and opportunities to enhance education, career, and job skills.	1 ▶ Support individuals improving their employment opportunities and enhance relationships with organizations to increase workforce capacity.	Develop and implement a collection development strategy which supports the changing needs and interests of local residents regarding career retraining and job transitioning.	
		In collaboration with community partners, offer four job skills building workshops system-wide.	June 30, 2016
		Partner with local workforce agencies and Chambers of Commerce to identify ways in which the library can support job seeker's needs, including targeted skill development.	
		Send two SSJCPL representatives to publicly-sponsored job fairs on a quarterly basis.	
2 ▶ Business and community organizations find information, services, and connections to create and develop business opportunities and achieve their visions.	1 ▶ Support the development of new and existing business.	Explore partnership opportunities with Delta College's Small Business Development Center as well as use existing community resources to support small business development.	

PRIORITY 4
Engage and
Empower Our
Diverse
Communities

GOAL 1 ▶ People view the library as a vibrant destination offering collections, services, events, and welcoming spaces that promote community engagement.



- STRATEGIC INITIATIVE 1**
Strengthen resources, services, and events that promote community interaction.
- STRATEGIC INITIATIVE 2**
Create an environment in which all libraries are physically inviting and convenient places to visit.
- STRATEGIC INITIATIVE 3**
Develop a comprehensive marketing, outreach, and advocacy plan that promotes the Library as a community gathering place.

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PRIORITY 4: ENGAGE AND EMPOWER OUR DIVERSE COMMUNITIES				
GOAL	STRATEGIC INITIATIVE	ACTIONABLE ITEMS	DATE	
1 ▶ People view the Library as a vibrant destination offering collections, services, events, and welcoming spaces that promote community engagement.	1 ▶ Strengthen resources, services, and events that promote community interaction.	Work with local Friends groups to explore ways to grow membership, including the option of creating a Junior Friends of the Library volunteer program in support of library services and programming.		
	2 ▶ Create an environment in which all libraries are physically inviting and convenient places to visit.	Library Administration will work with all local Facilities Maintenance/Public Works Departments to budget and prioritize ongoing maintenance of buildings with the goal of ensuring safe and well-maintained community destinations.		
		Implement an updated Safety Plan.	July 1, 2015	
		Partner with local art guilds, clubs, and organizational groups to use library space to spotlight local talent (using library walls for art work, displays promoting community/civic engagement, etc.).		
	3 ▶ Develop a comprehensive marketing, outreach, and advocacy plan that promotes the library as a community gathering place.	Develop a Library Marketing plan that includes community representatives and library staff.		June 30, 2015
		Develop a Library Diversity Plan that will provide a framework for strengthening resources, services, and activities that promote and support ethnic and cultural diversity.		