



Sacramento Public Library Authority

August 22, 2013

Agenda Item 9.0: Update on 2012-15 Strategic Plan

TO: Sacramento Public Library Authority Board

FROM: Rivkah K. Sass, Library Director

RE: Update on 2012-2015 Strategic Plan

RECOMMENDED ACTION(S):

None--Information Only

Summary of Progress

On August 23, 2012, the Sacramento Public Library Authority Board ratified the Library's Strategic Plan for 2012-2015 with a request for annual updates by Library staff. This report includes progress on the four goals developed by Library staff, Friends of the Library, Foundation staff and community members. A brief summary of the progress on each of the goal areas follows.

Goal One -- Increase positive public awareness, engagement and ownership of the library

The Library Value Calculator was designed and implemented soon after the Library's new website was launched, and can be found at <http://www.saclibrary.org/About-Us/Library-Value-Calculator/>. Staff use this tool in presentations to the public to demonstrate how using the library is a wise economic choice.

Branch supervisors and staff have developed partnerships with educational and non-profit organizations, service clubs, Head Start programs, parks and recreation programs, organizations serving immigrant communities, neighborhood associations, health programs, school districts and more. All branches are represented.

These partnerships have netted increased support for the library, as in the case of Fair Oaks, where the Rotary Club provided \$6,000 in funding for the renovation of the Early Literacy Space. New volunteers have been added at several branches, community access to services such as 211 has increased and additional programs have been implemented throughout the system.

Goal Two -- Create positive experiences based on customer expectations

A staff group has developed criteria and staff training on customer service items such as telephone etiquette, greeting customers and new patron orientations. Team members visit branches to provide training and are working on other staff-to-staff issues, such as email etiquette.

A new welcome brochure was developed by the Library Think Tank to help new customers understand the wide range of library services available to them.

The updated website provides basic services information in Spanish, Russian, Chinese and Hmong. A partial catalog of library holdings is available in Spanish, Russian and Chinese. Additional links are provided to assist Spanish-speaking patrons with health information and other services in Sacramento. A Spanish preschool storytime kit is being developed for the Programming Department.

The Library's 29th Branch, the "Virtual Branch," was launched in the spring of 2013. Amy Calhoun and Matt Hill staff the branch and have primary responsibility for its development. New informational brochures featuring databases have been developed and PowerPoint slideshows are available for staff to

use in presentations with the public that focus on virtual services. Staff are encouraged to take part in database and ereader training.

Branch staff members offer ereader training to the public. In Fiscal Year 2012-13, branches offered 66 programs, or more than one per week, providing ereader help. A new virtual card is being issued now for patrons who want to conduct all library transactions offsite.

The continuous online patron survey "Counting Opinions" was debuted early in 2013. Branch Services Managers are working on interpretation of the data. This information will be used by the Customer Experience workgroup to identify customer service gaps and develop a plan to address issues.

During FY 2011-12, a total of 46 programs were offered to the public at various branches. In FY 2012-13, a total of 196 programs were offered to the public, more than quadrupling the number of the previous year.

Staff members have embraced the concept of providing technology instruction and the results speak for themselves. Just in the period between January 2013 and July 2013, a total of 139 technology instruction programs were offered. The newest instruction class will help students master GED computer skills as developed by the Literacy Department.

Goal Three -- Maximize staff resources to benefit our community

Due to furloughs, reduced staffing and staffing changes, the objectives within this goal are being modified and revised. However, work to date includes two pilot projects in branches utilizing creative staffing models.

Goal Four -- Be the most effective, responsible and transparent steward of public funds

Workgroups have been established to identify and improve operational efficiencies, including improvements to reduce manual steps now needed for cash handling and electronic pay stubs, and the development of a reserve fund for the future replacement of branch furnishings and paint.

The working group is reviewing operations such as the I Street Press and the newly launched passport service, as well as looking at other possible revenue-generating services such as equipment rental, merchandise sales and increased promotion and rental of the Library Galleria.

Library staff are developing an underwriting guide to use with the Library Foundation and other potential donors.

Staff have met with the Sacramento City Manager and City staff on initial plans and approaches for the renewal of a special assessment for library support for residents of the City of Sacramento, and also meet regularly with the Library Education and Advocacy Committee to provide needed information.

Conclusion

Library staff will continue to keep the Board updated on the progress of the plan.