

As staff prepared for and began our busiest time of year, work continued on achieving strategic goals with specific projects and other activities that support the overall plan.

Goal 1: A Community-Driven Library

Objective B: Gather, report and use data and information to guide decisions and evaluate services.

Project: Create a Program Evaluation Guide to help gauge patron satisfaction and evaluate library programming. *(project revised in Q1 to focus on a comprehensive Program Manual).*

A draft framework has been created that includes goal-setting; data-driven decision making; cost/benefit analysis; developing outcome measures; and gathering public feedback. Next steps: Establish action items and resources to support the elements of the plan.

Goal 2: A Library that Matters

Objective C: Increase the library's impact by building relationships with community members via outreach, community engagement (in person and digital) and advocacy.

Several advocacy activities designed to create consistent messaging; make connections with key stakeholders and develop ongoing advocacy strategies were completed this quarter.

- Advocacy guidelines were created and shared with OPL trustees, focusing on making the case for increased funding and highlighting the value the library brings to our community. **Next steps:** Identify opportunities for trustees to reach out to stakeholders.
- Assistant Director for Library Development completed a three-week workshop on How to Build and Maintain Advocacy. **Next steps:** Compile resources and learnings from the workshop that can be used in OPL advocacy efforts.
- OPL is sending the Library Highlights report to City Council members before each meeting, with messaging that frames the value that library activities offer to our community. The email is sent out before the Library Board meeting and includes links to highlighted content on the library website and the board packet, as well as an invitation to reach out with questions and concerns. **Next steps:** Schedule orientation with the newest council members.

Goal 4: A provider of and connector to trusted information

Objective B: Increase activities that connect people with and demonstrate the value of the library's resources.

Project: Develop staff competencies in local history and genealogy.

Training has been developed for three of the five competencies identified for local history/genealogy and have been completed by the two newest additions to the Information Services staff. **Next steps:** A fourth training is in development.