Washington County Library

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Woodbury, MN 55125
www.co.washington.mn.us/library
Engagement by Community
• 17 Member Stakeholder Committee
• Library Board Feedback
• Community Forums
• Resident Survey
• Elected Officials Questionnaire
• City Administrator Meeting
• School District Meetings
• Online Public Questionnaire
• Retreats
• Six Week Public Comment Period
• Community Capstone

Directed by Data
• Library Assessments and Survey
• Current Trends in Library Service
• Demographic Analysis
* Strategic Planning Process

* Numerous public comment opportunities
* New mission statement
* Revised key drivers
* Revised goals and strategies
* Received Library Board support
* Initiated facilities strategy
* Public Comments

*Themes: love of libraries, appreciation of planning process, center of community, hours, collections, Lake Elmo library
Mission

Vision
* A great place to live, work and play...today and tomorrow.
*Strategic Plan - Key Drivers*

- Significant population growth
- Diversification of population
- Funding and staffing levels
- Shift to digital materials, community gathering spaces and more training and programming
**Strategic Plan - Key Drivers**

- Diversified system to continue
- Maintain and strengthen system – no more associate libraries
- Transportation a significant barrier
- Community partnerships increasing
- Opportunities to increase use
Key drivers are the foundation on which all the goals are based.
1) Deliver Extraordinary Programs, Services and Collections
2) Expand Public Awareness of the Library
3) Improve Library Facilities
4) Cultivate Partnerships
5) Serve as a Community Technology Hub
* Strategic Plan – Goals and Strategies

* Goal 1: Deliver Extraordinary Programs, Services and Collections

**Strategy 1:** Expand outreach services to underserved populations.
**Strategy 2:** Support the growth and development of youth and families.
**Strategy 3:** Cultivate lifelong learning opportunities for adults.
**Strategy 4:** Align library collections to meet changing needs.
**Strategy 5:** Demonstrate value and advocate for resources.

* Goal 2: Expand Public Awareness of the Library

**Strategy 1:** Revise and refresh the Library Mission Statement.
**Strategy 2:** Overhaul the Library’s website.
**Strategy 3:** Create a three-year marketing and promotions plan.
**Strategy 4:** Increase dedicated marketing and promotions resources.
* Goal 3: Improve Library Facilities

**Strategy 1:** Update existing space and plan for new facilities.
**Strategy 2:** Explore opportunities to rework current space to meet evolving community needs.
**Strategy 3:** Develop a capital improvement plan.

**Goal 4: Cultivate Partnerships**

**Strategy 1:** Create a community engagement plan which includes partnerships with area organizations, businesses, and schools.
**Strategy 2:** Expand use of volunteers to support and advocate for current and future library needs.
**Strategy 3:** Work with fundraising and advocacy groups and other community partners to increase support for the Library.
Goal 5: Serve as a Community Technology Hub

Strategy 1: Enhance public technology training opportunities.
Strategy 2: Champion emergent technologies.
Strategy 3: Provide ongoing information technology training for staff.
Goal 3: Improve Library Facilities

Strategy 1: Update existing space and plan for new facilities.
Current Facilities

2014 County Facilities Condition Index: Wildwood, Park Grove and Oakdale libraries ranked as “Needing Improvement”

2016 Library Facilities Condition Assessment: Forthcoming
## New Facilities Criteria

### Region Identification

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<td>Current Square Footage Per Resident</td>
<td>Projected Number of Residents by 2040</td>
<td>Projected 2040 Growth</td>
<td>Communities with a Diverse (Non-White) Population</td>
<td>Below County’s Median Household Income</td>
<td>Population of Families with Children Under Age 5</td>
<td>Population 65 Years and Over</td>
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*New Facilities Criteria*

1) Library Space Per Square Foot Per Capita
2) Serves an Area with Growing Population
3) Provides Access to Underserved Populations
4) Provides Local Partnerships
5) Impacts Economic Development Opportunities
6) Serves Residents in County Library System Not Within 15 Minute Drive to Library
*Next Steps*

* Community Capstone
* Implementation of strategic plan
* Completion of library facilities condition assessment
* Discussion of current and future maintenance needs
* Discussion of potential for new facilities