



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 12/3/2013

Agenda Placement: 10A

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors  
**FROM:** Danis Kreimeier - Director  
Library  
**REPORT BY:** Danis Kreimeier, Library Director - 253-4208  
**SUBJECT:** Napa County Library Strategic Plan Update

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### **RECOMMENDATION**

Director of Library Services and Community Outreach to provide an update to its Strategic Plan for 2013-15.

### **EXECUTIVE SUMMARY**

On August 7, 2012, the Board approved the Napa County Library Strategic Plan 2012-2015. Seven service responses were developed:

- Create Young Readers,
- Connect to the Online World,
- Information Literacy,
- Learn to Read and Write,
- Satisfy Curiosity,
- Stimulate Imagination, and
- Succeed in School.

The library has been working toward accomplishing the goals and objectives to support the service responses and a report follows.

### **PROCEDURAL REQUIREMENTS**

1. Staff reports.
2. Public comments.
3. Motion, second, discussion and vote on the item.

**FISCAL IMPACT**

Is there a Fiscal Impact?                      No

**ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

**BACKGROUND AND DISCUSSION**

On January 13 and again on February 24, 2012, 25 community members representing a variety of professions and interests, all residing in the unincorporated areas of the County and the three cities and town the library serves, met to provide input to the library and choose Service Responses to guide the development of a strategic plan. Facilitated by June Garcia, a renowned library consultant and author of the Public Library Association's Planning for Results series of books, the group completed a SWOT (strengths, weaknesses, opportunities and threats) exercise focusing on Napa County, wrote vision statements, and then chose seven Library Service Responses to address the issues they felt the library was best positioned to address. The Service Responses chosen are the following:

- Create Young Readers
- Connect to the Online World
- Information Literacy
- Learn to Read and Write
- Satisfy Curiosity
- Stimulate Imagination; and
- Succeed in School.

The Library is well positioned to address these Service responses and has developed a strategic plan that will guide programs and services through 2015. The plan includes goals, objectives and activities. Also included are organizational competencies that will ensure the library is well positioned to accomplish the goals of the strategic plan. Organizational competencies have been identified in eight key areas:

1. External Partnerships
2. Facilities
3. Governance
4. Marketing and Public Relations
5. Measurement and Evaluation
6. Operational Efficiencies
7. Organizational Structure, and Training; and
8. Staff Development.

Programs and services have been developed and offered that support the goals and objectives of the strategic plan. Operational efficiencies have been implemented to addresses the organizational competencies listed above. Many of those goal and objectives have been implemented and many activities have been developed to

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achieve those goals. Below is listed some of the activities the library has implemented so far:

- Extended Fall and Spring storytimes by two weeks
- Initiated a partnership with Woman Infants and Children division of Napa County Health and Human Services Agency
- Launched Discover and Go
- Added Muzzy, a language learning program for children
- Expanded Study Center hour at Main
- Expanded online resources to include Morningstar, Consumer Reports, and Reference USA
- Implemented a Floating collection
- 50 new tutors have been trained and 115 adult learners have been served
- Added Ancestry.com and Zinio [e-magazine subscriptions] to databases
- Approved the Partnership Readiness Checklist
- Commissioners attended Library Commissioner training offered by CALTAC
- Revised and posted Commission Bylaws to Library website and many more activities.

The Library will continue to implement the strategic plan and move forward on programs and initiatives in the coming year. Some of the upcoming projects include expanding literacy services to the jail and farm worker housing. A lego robotics workshop is being offered monthly starting in December through June and the library is developing of a virtual history tour using smart phones and QR codes. The newspaper archives, currently on microfilm will be digitized and made available online.

### **SUPPORTING DOCUMENTS**

A . Strategic Plan Status Report

CEO Recommendation: Approve

Reviewed By: Helene Franchi