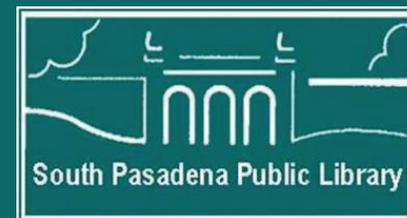




South
Pasadena
Public
Library
Strategic
Plan
2017–2022



Introduction

The South Pasadena Public Library is a highly valued and heavily used resource serving a community of some 26,000 residents. Annual visits exceed 248,200 (more than 9.6 visits each year per resident) with more than 362,000 items borrowed last year (13.9 items per resident).

Our community is predominantly comprised of families with children. Education is highly prized by our residents so the Library must continue to provide learning opportunities for children, especially pre-school children.

South Pasadena is a diverse community that values the burgeoning local arts and cultural scene. About half of the residents are renting. The Library is committed to providing opportunities for community and cultural engagement.

About one-fourth of the community residents are seniors and the library must find new ways to connect with this important segment of the community.



Introduction

Society is changing all around us:

Social	aging populations, increased ethnic diversity, culture of experience, and reliance on social media.
Learning	project-based learning, collaborative processes, skill-based training, online course offerings.
Economic	reduced revenues, global economic diversification, continuous job restructuring.
Technology	rising demand for downloads and streaming services, 24/7, mobile devices, apps, WiFi, cloud-based computing.
Community & Public Services	public libraries exist in an increasingly competitive environment for tax dollars and private funding sources.

The Process

The community strategic planning process was led by consultant Joseph Matthews of JRM Consulting Inc. Library customers, residents, library staff and members of the Library Board of Trustees were engaged in interviews, community meetings and an online survey. This Library Strategic Plan was shaped by the information provided by more than 700 individuals.



What We Learned

A number of themes arose from these meetings and the online survey:

- Many view the library as a “community hub”
- The collection, especially books, are viewed as an important asset
- Community involvement and partnering are important
- Concerts, film screenings and author nights are quite popular
- Children’s programming is valuable and well regarded
- Convenience is critical
- Customer service is essential
- People expect to gain access to the library 24/7 using their smartphones
- Technology needs to be upgraded: new Website, more and better computers, improved WiFi and increased bandwidth

In broad terms, survey respondents are generally satisfied with the library. People are **most satisfied** with the collections, hours open, customer service and children’s programs (especially the summer reading program). People were **least satisfied** with parking, the Website, information technology, rest rooms and space within the library.



What We Learned

Who	A majority (64%) of the survey respondents are South Pasadena residents, 45% range in age from 30 to 49, almost half visit the library weekly or several times a month, and the respondents mirror the ethnic mix of the community.
What	More than two-thirds (68%) of the survey respondents use the library to borrow books, DVDs and CDs. Other popular uses of the library include doing research, visit the Friend's Book Store, read magazines and newspapers and attend a program.
Why	People use the library to obtain resources for leisure, education, entertainment and self-improvement. Author night talks and children's programs are the most popular events provided by the library.
How	Almost a third (32%) of the respondents visit the library 7 or more times a year and another third (32%) visit from 2 to 6 times a year.
Overall	Children's programs and services are the highest rated followed by hours of operation, customer service and the collection. 86% of the survey respondents feel that the public library is essential to the quality of life in South Pasadena.



Planning Realities

The library planning process acknowledges:

Library relevance is local so focusing on the needs of the community is crucial.

As library customer needs change so must the ways of providing better customer service.

Maintaining core services while adapting and preparing for the future is key.

The library is a connected and trusted institution.

Next generation services must be online (and boundless).

Libraries are shifting to a proactive service model – demand-driven and customer centric.

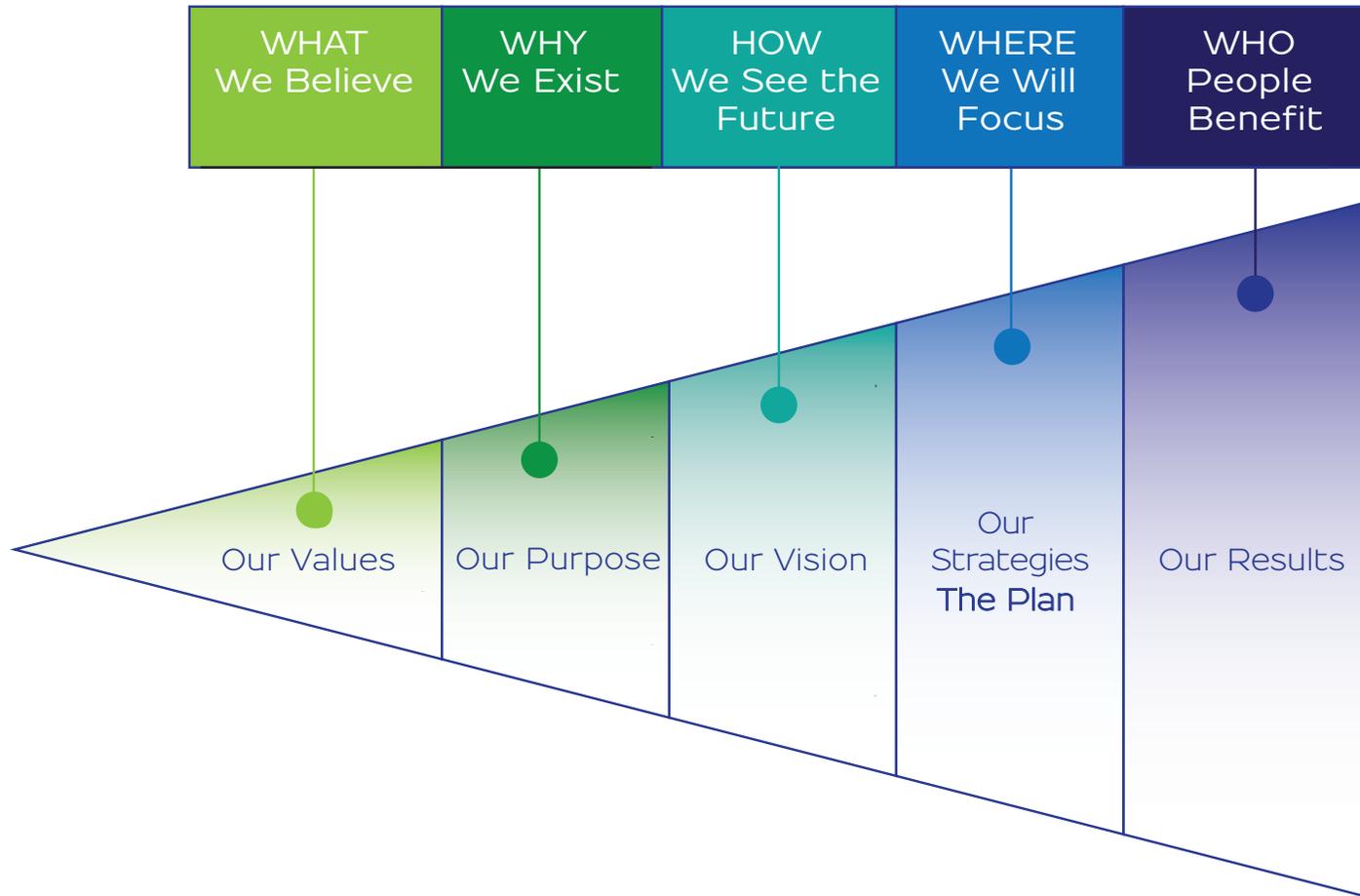


Fiscal Realities ■■■■■

The success of this plan is dependent upon consistent funding and staffing of the library.

Behind every great library is
a supportive community





Our Values

We are passionate and dedicated about improving lives.

We are open to all and honor the diverse nature of those we serve.

We demonstrate character and integrity to our customers, fellow staff members and the community.

We strive for excellence in everything we do.



Our Purpose ■■■■■

To remember the past, equip the present, and envision the future.



Our Vision ■■■■■

A welcoming gathering place in our community to build connections, support creativity and encourage learning.



Our Strategies – Where We Focus and How People Benefit

The strategies that the library will follow in the coming five years include:

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcomes</i>
Community Hub	<ol style="list-style-type: none">1. Broaden adult program offerings and audience – including single adult and senior programs.2. Make local history more prominent and accessible online and in the library (archive).3. Provide digital training.4. Revitalize the Book Discussion Group.5. Focus on local South Pasadena culture.	Growing the library's position as the "Center of the Community."



Our Strategies – Where We Focus and How People Benefit

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcomes</i>
Young Minds	<ol style="list-style-type: none">1. Continue to provide Kindergarten readiness pre-school activities.2. Provide a Summer Reading program each year.3. Increase the number of tween and teen programs.4. Provide weekend programs for children.5. Engage learners and enhance knowledge by delivering STEAM (Science, technology, engineering, arts, and mathematics) programs.	A foundation for a successful life



Our Strategies – Where We Focus and How People Benefit

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcomes</i>
Contemporary Technology	<ol style="list-style-type: none">1. Improve bandwidth connectivity and WiFi.2. Provide more electrical outlets and computers.3. Provide e-mail notices, reminders and announcements.4. Provide access to the newest technological tools.5. Install laptop/iPad checkout machine.6. Install RFID, self-checkout machines and a return sorting system.	Technology that furthers the reach of the library



Our Strategies – Where We Focus and How People Benefit

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcomes</i>
<p>My Library</p>	<ol style="list-style-type: none"> 1. Freshen the inside of the library with lighter colors of paint and new signage. Replace the two service desks with a new centrally located service desk. 2. Continually refresh the “right sized” collection. 3. Capture library metrics that focus on outcomes and customer satisfaction. 4. Integrate customer feedback. 5. Offer customer-driven services. 6. Provide a variety of spaces (quiet and noisy). 7. Engage an architect to re-imagine the library once the Senior Center space becomes available. 	<p>A library that works for all residents</p>



Our Strategies – Where We Focus and How People Benefit

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcome</i>
<p>Community Awareness</p>	<ol style="list-style-type: none"> 1. Develop new methods for publicizing library services. 2. Market library services to all members of the community. 3. Demonstrate the value of the library to residents. 4. Use social media more effectively. 5. Develop content for the Web site and social media. 6. Create a Library Foundation that will focus on raising capital and technology improvement funds. 7. Partner with the City to address the lack of library parking. 	<p>Maximizing the library's impact and reach</p>



Our Strategies – Where We Focus and How People Benefit

<i>Strategic Focus</i>	<i>Objectives</i>	<i>Desired Outcome</i>
<p>Grow Our Team</p>	<ol style="list-style-type: none"> 1. Hire an Assistant Library Director and fill vacant positions. 2. Provide opportunities for staff to improve their skills in emerging technology, design thinking and continuous process improvement. 3. Provide financial support for staff participation at library conferences and in-house skills-based training. 4. Encourage staff to participate in the community events. 	<p>Continue excellent customer experience</p>

