

STRATEGIC PLAN

FIVE YEAR PLAN

January 1, 2023 - December 31, 2027



Simi Valley Public Library

PRIORITY AREAS

BUILD COMMUNITY

Build a stronger
community through
Library services.

CONNECT AND INCREASE ACCESS

Connect community
members to each other
and to their library.

ENHANCE SERVICES

Serve the diverse
community through
excellent library
services.

BUILD AWARENESS

Benefit the full
community by building
awareness of library
services.

Build Community

Build a stronger community through Library services.

GOAL

Community has access to workforce development opportunities

OBJECTIVE

Develop services to meet local needs

TACTICS

- Research needs of community members and businesses
- Develop plan to address needs and develop partnerships, consider satellite services through partner organizations
- Launch services and assess impact

GOAL

Job-seekers are connected to potential employers

OBJECTIVE

Position library as partner organization for job fairs and career discovery

TACTICS

- Develop partnership with Chamber of Commerce and City services to complement offerings
- Host job discovery fair, where community members learn about potential careers

GOAL

Community is equipped to learn new skills

OBJECTIVE

Launch practical set of programs and services designed to teach new skills

TACTICS

- Host Do-It Fairs for learning hands-on, practical tasks, featuring local experts
- Provide unique learning tools for checkout such as STEM kits, digital devices, sports equipment, art kits, and musical instruments
- Offer business and investing related programming
- Create collaborative work area for small business support
- Partner with Simi Institute for Careers & Education to cross-promote services

Connect and Increase Access to Services

Connect community members to each other and to their library.

GOAL

Library services are accessible to full community

OBJECTIVE

Address service gaps through unique offerings and outreach

TACTICS

- Extend hours to include Friday mornings
- Explore expanded service options, including a Mobile Library, holds lockers and book return locations throughout community
- Provide library services through agency partners, explore other opportunities to provide library programs and services outside of the library building.

GOAL

Library environment is a welcoming and comfortable destination spot that meets the needs of the modern learner

OBJECTIVE

Update aesthetics, accessibility, and functionality of library building

TACTICS

- Create community connection spaces for informal gathering opportunities
- Consider needs of diverse community when developing signage, displays and exhibits
- Reconfigure library layout to allow for more flexible use of space. Consider requested services: small group study rooms, café with gift shop, exhibit space, performance or recording space
- Update and add electrical outlets; provide charging stations throughout building for both casual needs and as a response to community crisis

GOAL

Community service providers coordinate needs and opportunities

OBJECTIVE

Serve as a physical and digital hub for service providers

TACTICS

- Develop digital presence for community volunteer opportunity information
- Host mixers for businesses and service groups to complement library offerings
- Host informal meet-ups for service providers to discuss needs and goals of organizations
- Offer workshops on civic engagement and community advocacy

Enhance Services

Serve the diverse community through excellent library services.

GOAL

All ages are served by library programs

OBJECTIVE

Provide programs for diverse learners focusing on multilingual elements, technology needs and mental and physical health

TACTICS

- Incorporate multilingual elements into children's programming
- Provide English Conversation groups and connect with appropriate partners
- Develop programs to support technology needs of adult population
- Coordinate with partners to meet social, developmental, and behavioral health needs of students ages 0 -12 and their caregivers, post pandemic
- Provide dedicated Adult Literacy staff, resources and programming

GOAL

Teens are connected to the community and each other

OBJECTIVE

Reimagine programs to provide social and community connection opportunities

TACTICS

- Expand Teen Advisory Group
- Engage youth volunteers to contribute to larger community goals
- Incorporate social and emotional competencies into teen programming
- Make the Library an appealing and safe space for teens via furniture, art, interactive gaming areas, and group study areas
- Develop video gaming area/Virtual Reality for teens, providing unique items for checkout and competitions

GOAL

Library collection is well used and maintained

OBJECTIVE

Develop and maintain collection based on community needs and create engaging displays

TACTICS

- Develop marketplace to display popular new items
- Enhance the manga, anime, and graphic novel collections for all ages
- Enhance the non-English language collection
- Maintain the collection using data analytics and industry best practices

GOAL

Provide current and reliable technology

OBJECTIVE

**Increase access to technology within the physical space.
Improve access to digital offerings**

TACTICS

- Raise quality of technology services for patrons, adding services such as: scanning, express computer use, portable charging stations, gaming, wireless printing and accepting credit card payments
- Evaluate the need for public computer desktop versus mobile devices (laptops/tablets)
- Provide smart tools in study rooms
- Provide tools and programs in order to expose community to innovative technology
- Increase internet speed through broadband

Build Awareness

Benefit the full community by building awareness of library services.

GOAL

More Simi Valley residents are aware of Library services

OBJECTIVE

Focus marketing efforts on core services

TACTICS

- Develop tools to welcome new community members to the library
- Improve website calendar
- Share images and stories of library users
- Launch electronic newsletter
- Create campaigns to drive usage of services and materials

GOAL

New community members are aware of the library and its services

OBJECTIVE

Connect with potential users through education networks, outreach and partnerships

TACTICS

- Increase opportunities for local educators to engage with library services
- Develop opportunities and recruit people to participate in volunteering, fundraising, and library advocacy
- Take library services to where people are with a mobile library, use patron mapping to determine outreach opportunities
- Attend community events and share updates of library services
- Connect with new community members in cooperation with business and real estate partners

GOAL

Community considers the Library as a place to relax and connect with each other

OBJECTIVE

Brand Library as a community destination

TACTICS

- Provide concerts in the courtyard
- Market Rose Garden as a place to enjoy
- Display local and traveling art displays
- Host large family events quarterly