

WATSONVILLE PUBLIC LIBRARY
Strategic Plan 2020 – 2023

The library's strategic plan is a roadmap for the future that:

- Aligns with the City of Watsonville's strategic plan.
- Articulates the library's priorities and guides policy decisions.
- Enables staff to develop feasible, actionable strategies to address priorities, implement policies and allocate resources effectively.
- Supports reading, curiosity, creativity and community engagement.

1. Improve the lives of Watsonville's children and families.

The library will continue to provide innovative services that support school success, a lifelong love of reading, and the intellectual and social development of our youth, from birth through adolescence. We also support parents and caregivers in their efforts to give children their best possible start in life.

Focus Areas:

- **Infants, toddlers and preschoolers** – the library will provide storytimes and other opportunities for early childhood learning, and work in partnership with other early childhood providers.
 - Provide English, bilingual and Spanish storytimes
 - Strengthen ongoing partnerships (school district, early childhood providers and stakeholders)
 - Improve young lives through the Families for Literacy program.
- **Elementary school-aged children** – the library will create opportunities for grade schoolers to learn and grow, including Summer Reading, afterschool programs and homework help.
 - Develop a virtual learning hub
 - Offer services for group homes and kids in foster care
 - Offer virtual programming and book groups
 - Collaborate with the school district and nonprofits who work with children
- **Teens** - the library will offer events and activities that engage and support adolescents.
 - Offer a virtual book group
 - Offer teen focused virtual programming
 - Collaborate with the school district, nonprofits and vendors who work with teens.

2. Facilitate lifelong learning for all residents.

The library will continue to provide high quality and relevant resources, materials programs, events and services to satisfy the information needs of people of all ages.

Focus Areas:

- **Vibrant Collection** – the library will continue to develop a dynamic and diverse collection of both physical and downloadable materials.
 - Increase awareness and usage of Spanish language collection and improve where possible.
 - Increase e-resources (e-books, downloadable audio and streaming video) and databases.
- **Programming** –the library will offer a wide range of educational events, classes and activities.
 - Offer writer’s workshops
 - Offer arts-focused exhibits and programming
 - Offer adult literacy opportunities
 - Offer life skills programs (such as financial literacy, retirement, etc.)
 - Offer programs for young adults/recent grads of the foster care system
- **Outreach** – the library will provide library services and materials beyond its two locations.
 - Utilize the BiblioVan to extend the library’s reach into the community
 - Reach out to speakers of Mixteco, Purebcha and Triquik
- **Technology** – the library will offer internet and computer access as well as learning opportunities relating to diverse technologies.
 - Offer technology training and resources to bridge the digital divide
 - Collaborate with nonprofits and other community partners to support successful use of technology

3. Celebrate the unique diversity and heritage of our community.

Home to a community with a rich and diverse cultural, linguistic and ethnic heritage, the library will illuminate this diversity, support cross cultural engagement, and champion equity and inclusion for all.

Focus Areas:

- **Diversity, equity and inclusion** – through its staffing and services, the library will welcome and support marginalized individuals and communities, including BIPOC (Black, Indigenous and People of Color) as well as sexual and gender minorities.
 - Facilitate ongoing internal professional learning group to create relevant resources for our community
 - Create resources area on website focusing on diversity, equity and inclusion
 - Develop systematic diversity, equity and inclusion plan for the library
 - Partner with the Diversity Center to offer expanded services to LGBTQIA+ community members
- **Culture and language** – the library will provide regular opportunities for local residents to experience and honor all the cultures and languages that have shaped and continue to shape Watsonville.
 - Offer diverse celebrations and public events
 - Preserve cultural heritage through services, activities and the library collection
- **Local history** – the library will provide ongoing educational opportunities through the California Agricultural Workers’ History Center, and promote learning about other aspects of local history.
 - Maximize use of the library’s history, heritage and genealogy resources
 - Build relationships with local history, heritage and genealogy organizations

4. Support economic development.

The library will play a key role in the city’s effort to strengthen the local economy by providing resources, training and support for small businesses owners and job seekers.

Focus Areas:

- **Community partnerships** – the library will maximize its effectiveness in supporting economic development through collaborations with local nonprofits and government entities.
 - Work with community partners to highlight local opportunities for engagement

- **Small business owners** – the library will increase its engagement with the local business community.
 - Provide resources and support for those starting or maintaining small businesses
 - Provide resources and support for grant seekers
- **Job seekers** - the library will provide resources to support their success.
 - Enhance job seeking resources area on website
 - Provide one on one support for jobseekers
 - Connect jobseekers to the services of relevant local agencies
 - Participate in local job fairs

5. Create community connections.

The library will continue to connect local residents with the community and with each other at our Main and Freedom Branch locations, on our website and through our ongoing outreach activities.

Focus Areas:

- **Marketing and communications** – the library will effectively communicate about its programs and services to maximize use of its resources and services.
 - Refresh library website
 - Enhance impact of library e-newsletter
 - Maximize the impact of the library’s social media presence
 - Engage in targeted marketing to specific audiences
- **Support for vulnerable residents** – the library will provide access to local resources and support for those experiencing homelessness.
 - Explore partnerships with other service providers
- **Civic engagement** – the library will provide opportunities for community members to discuss issues that matter.
- **Partnerships** – the library will develop and maintain strong partnerships with local organizations and agencies:
 - Collaborate with other city departments
 - Collaborate with Friends of the Library to expand fundraising capacity
 - Collaborate with nonprofit organizations to maximize impact.

8/23/20