V.2020

Building for the Future
Las Vegas-Clark County Library District Strategic Plan 2016-2020

**Adopted by the LVCCLD Board of Trustees
January 14, 2016**

Table of Contents

Acknowledgements

The creation of this document started with a January 2015 **Staff Idea Survey**, where staff from across the Library District contributed over 700 service and organizational improvements ideas.

The document would not have been possible without the contribution of the **Vision 2020 Team** comprised of 33 members that engaged in a year-long planning process to develop and articulate the 2016-2020 Strategic Plan for the Las Vegas-Clark County Library District: Mario Aguilar, Salvador Avila, Kevin Bowman, Tanya Brown-Wirth, Floresto Cabias, Kim Clanton-Green, Rebecca Colbert, Carlotta Dickerson, Steve Dimoulas, Larry Gaskin, Lisa Gibson, Jill Hersha, Gloria Jertberg, Paula Loop, Matt McNally, Danielle Milam, Demosthenes Papaeliou, London Porter, Ginger Lanier, Carla Land, Marie Reed, Carlito Sanchez, Leo Segura, Jenn Schember, Antony Smith, Joe Stoner, Natalia Tabisaura, Amanda Thomas, Tonya Thomas, John Vino, Anthony Weitz, Nikki Winslow and William Wirth.

Thanks also to consultant **Margaret Sullivan** and MS Studio, who joined the planning effort in July.

Our great appreciation goes to **Dr. Ronald R. Heezen, Executive Director**, who joined many of the Team 2020 planning sessions, and **Executive Council** members who support the implementation of this plan, including CFO Fred James, CIO Al Prendergast, General Services Director Steve Rice, HR Director Jerilyn Gregory, Library Operations Director Jenn Schember, Assistant Library Operations Director Mario Aguilar, Community Engagement Director Matt McNally and Planning and Development Director Danielle Patrick Milam.

Close to **700 Library District staff** were introduced to the draft plan in October 2015. This version reflects their feedback on details and general support for the strategic framework and focus.

Introduction

"We Don't Library Like We Used To!" The world is changing quickly and profoundly and so are libraries. New technologies, new communications, new competitors, new models of service, ever-expanding customer expectations and interests all add up to the need for libraries to stay relevant; to be flexible and adaptable; and to innovate and grow public value as times change.

On one hand, libraries are urged to go national and international as a platform for digital content creation and exchange. On the other, libraries are urged to be a bridge for local social, economic and education connections that are critical to well-being and to be local hubs for learning, creativity and community engagement.

The fact is, libraries are already both global and local, material and digital, transformations and transactions, experiences and exchanges. This strategic plan, *Building for the Future,* is a guide for deploying library assets – virtual and physical – in ways that advance and amplify the talent and vitality of our region, making even more people successful, happy and engaged in learning, discovery, achievement.

This document describes the draft strategic plan that will be considered by the Board of Trustees in January. Please use the worksheets (see pages 66-74) to organize your thoughts, goals and priority action steps for roll-out of the plan over the next four years.

THE URGENCY IS REAL

FAST-PACED CHANGE in Society, Technology, Economy, Environment, Politics Libraries

CHALLENGING LOCAL CONDITIONS related to literacy, learning, individual and community success

LOCAL ASSETS AND TALENT are the region's vital resources and economic generator

THE WORLD IS CHANGING

SOCIAL – aging populations, increased diversity, customization, personalization, culture of experience, social media, face2face

LEARNING - engaged learning, connected learning, project-based learning, digital natives, anonymity, social media, online learning, Google Glasses

ECONOMIC – budget cuts, restructuring, alliances, community initiatives, agency services going online, continuous job evolution, economic diversification, small business impact, 21st Century workforce skills

TECHNOLOGY – exponential change, fast adoption, rising demand for downloads, devices, WiFi and cloud, mobile, apps, persistent digital divide

COMPETITION -- Google, Amazon, FaceBook, Wikipedia, Starbucks

BUILDING FOR THE FUTURE

Need to **ADAPT QUICKLY** and avoid the fate of Kodak, Blockbuster, Sony, Sears, Yahoo (companies who had strong brands and core products, but did not see new technologies, markets, services or competitors coming)

We must **PREPARE** for any number of scenarios

We must **FOCUS** on our preferred future

COMPLEX COMMUNITIES

68% of Library Service Area Households are Families, mostly young parents with young children

10% of Households are Seniors

22% of Households are Singles or Couples

Post-Recession Challenges: Food Housing Clothing Employment Education
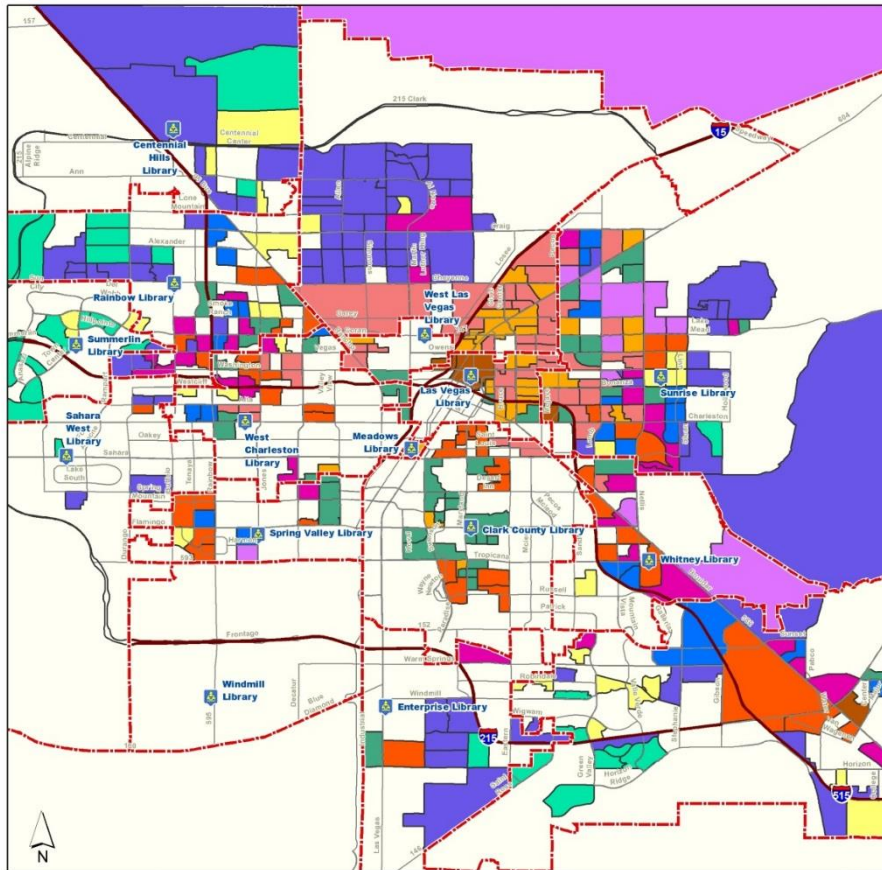
There is a large population of ADULTS with low literacy and digital skills

The Vegas Valley is a new gateway for immigrants

Decades of Rapid Growth, High Mobility, Service & Construction Jobs, Low Education Levels

Segments in Families with Children Super Group

LVCCLD Outlets
Service Areas

Up and Coming Families
Aspiring Young Families
Industrious Urban Fringe
Inner City Tenants
Milk and Cookies
NeWest Residents
Sophisticated Squires
Boomburbs
Main Street USA
Crossroads
City Dimensions

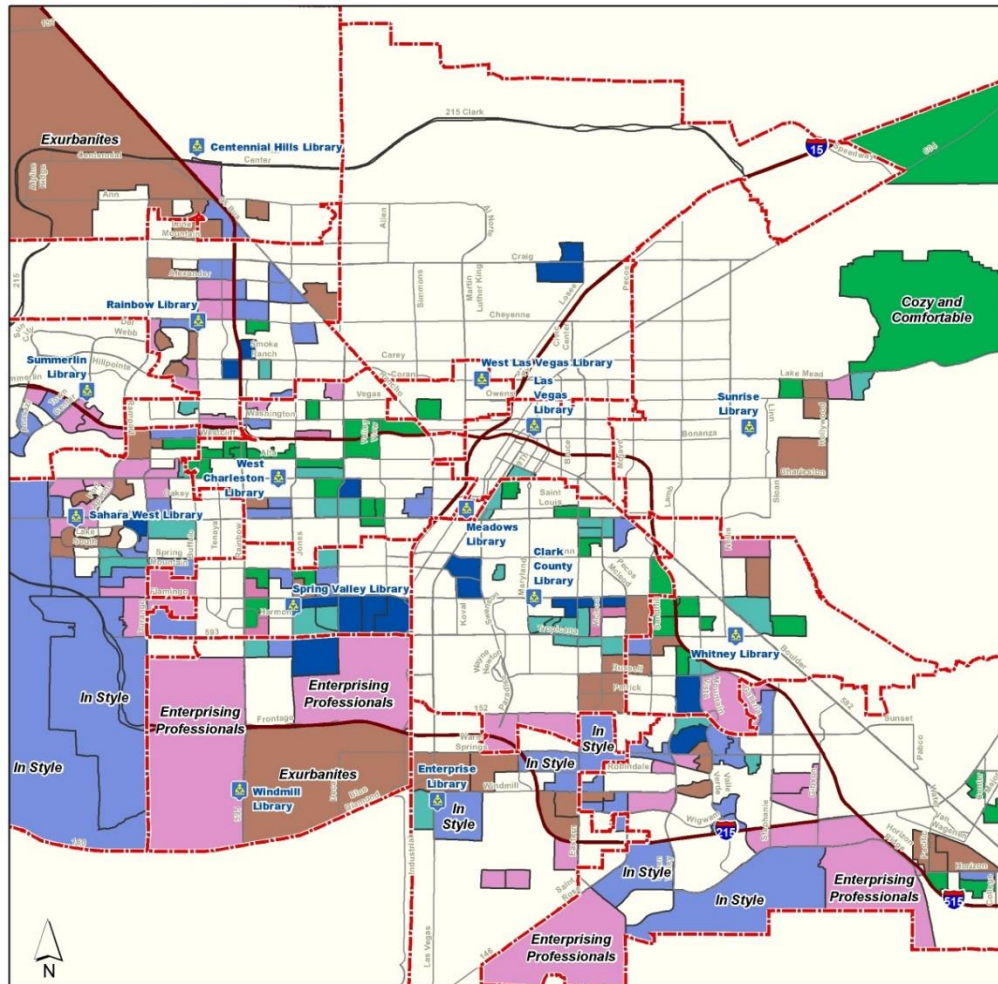**Las Vegas Clark County Library District**

Prepared by CIVICTechnologies

January 2015

FAMILIES SUPERGROUP

- **68% of our population**

- **Distributed throughout the valley**

- **For all branches but 4 they make up at least 50% of population**

Segments in Professionals, Couples/Singles Super Group

- LVCCLD Outlets
- Service Areas

- Enterprising Professionals
- Old and Newcomers
- Young and Restless
- In Style
- Exurbanites
- Cozy and Comfortable
- Midlife Junction

Las Vegas Clark County Library District
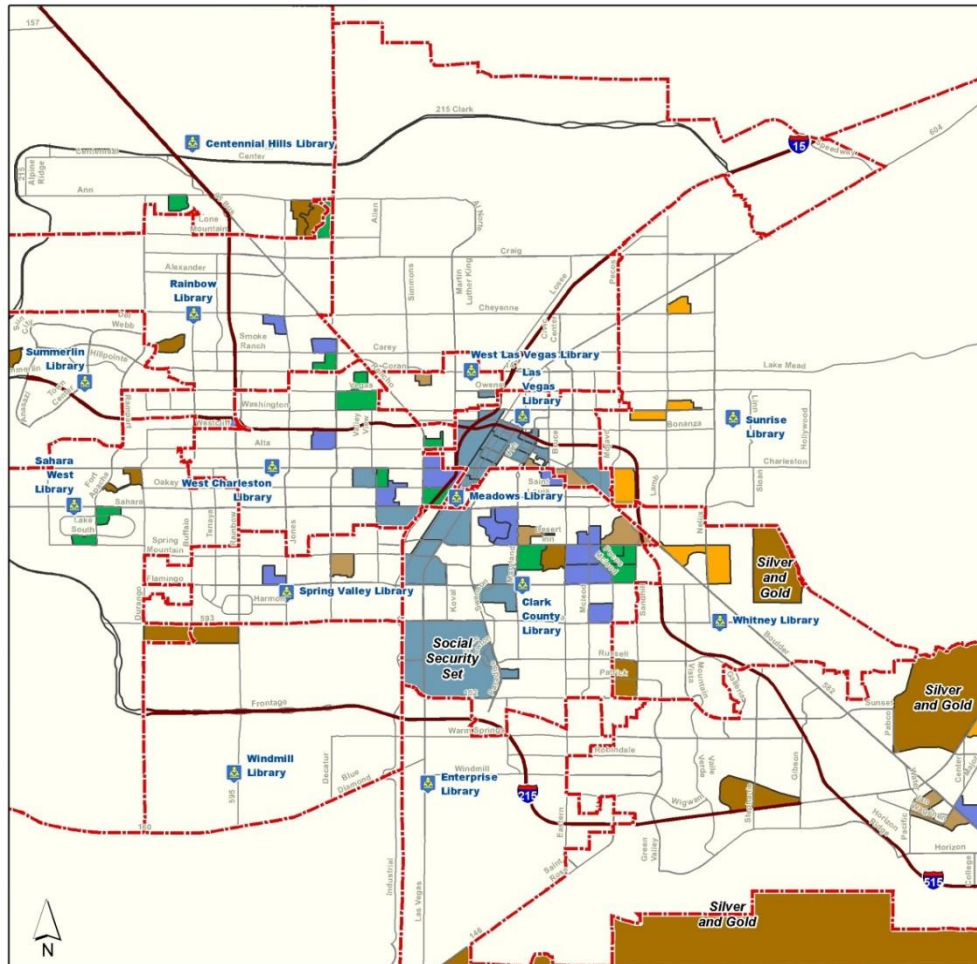
Prepared by CIVICTechnologies

January 2015

Couples-Singles Supergroup

- **22% of service population**

- **More concentrated to West and South**

- **Branches with high concentrations can still have high numbers in the Families Supergroup**

Segments in Seniors Super Group

LVCCLD Outlets	Social Security Set	
Service Areas	Prosperous Empty Nesters	
	Silver and Gold	
	Retirement Communities	
	Senior Sun Seekers	
	Simple Living	

Las Vegas Clark County Library District

Prepared by CIVICTechnologies

January 2015

Seniors Supergroup

- **Smallest of the Supergroups (10% of service population) but diverse – Snow Birds to Social Security Set**

- **Distinct areas mostly in established metro neighborhoods and rural locations**

- **Four libraries serve a predominantly senior population**

All Segments in the Three Super Groups

LVCCLD Outlets
Service Areas
All Segments in Families with Children Super Group
All Segments in Professionals, Couples/Singles Super Group
All Segments in Seniors Super Group

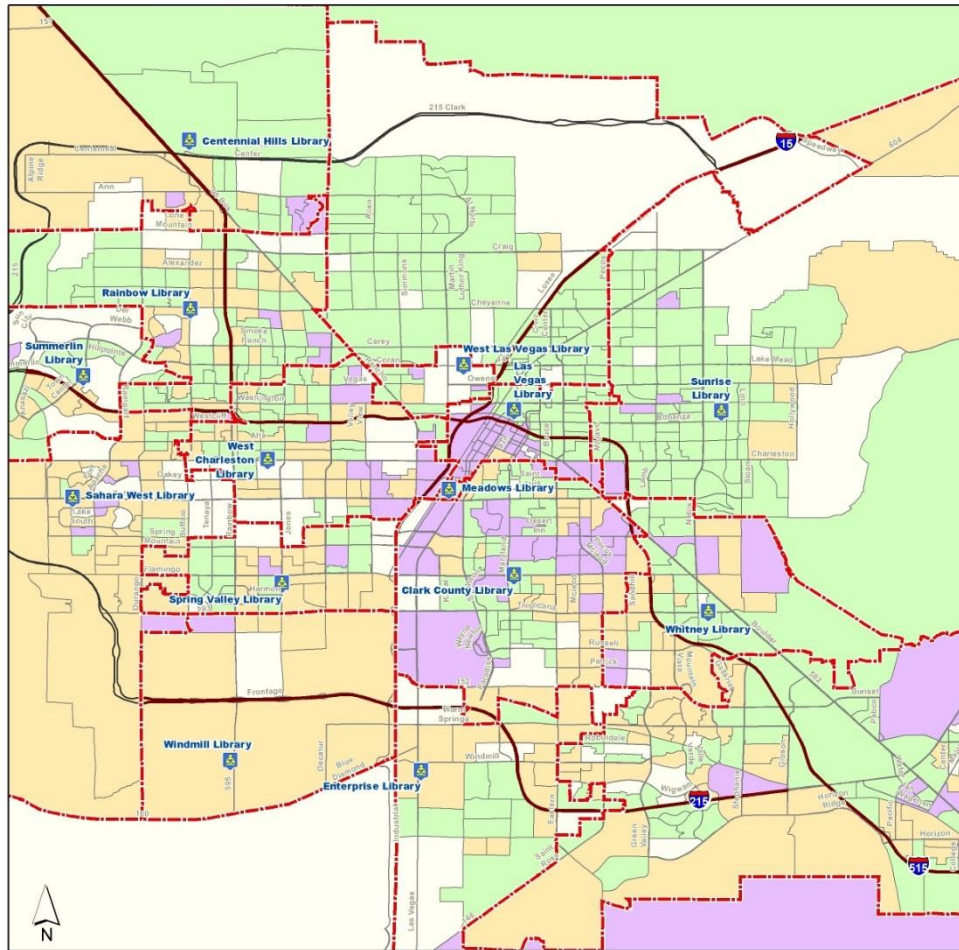**Las Vegas Clark County Library District**

Prepared by CIVICTechnologies

January 2015

ALL Supergroups

- **Green = Family**

- **Yellow = Singles & Couples**

- **Pink = Seniors**

Legend

- ■ NeWest Residents/Industrious Urban Fringe
- ■ Inner City Tenants/Main Street USA/City Dimensions/Crossroads
- ■ Aspiring Young Families/Milk & Cookies/Up & Coming/Sophisticated Squires/Boomburbs
- ■ Old And Newcomers/Young and Restless/Midlife Junction
- ■ Cozy And Comfortable/Enterprising Professionals/InStyle/Exurbanites
- ■ Social Security Set/Simple Living/Senior Sun Seekers
- ■ Retirement Communities/Silver & Gold/Prosperous Empty Nesters

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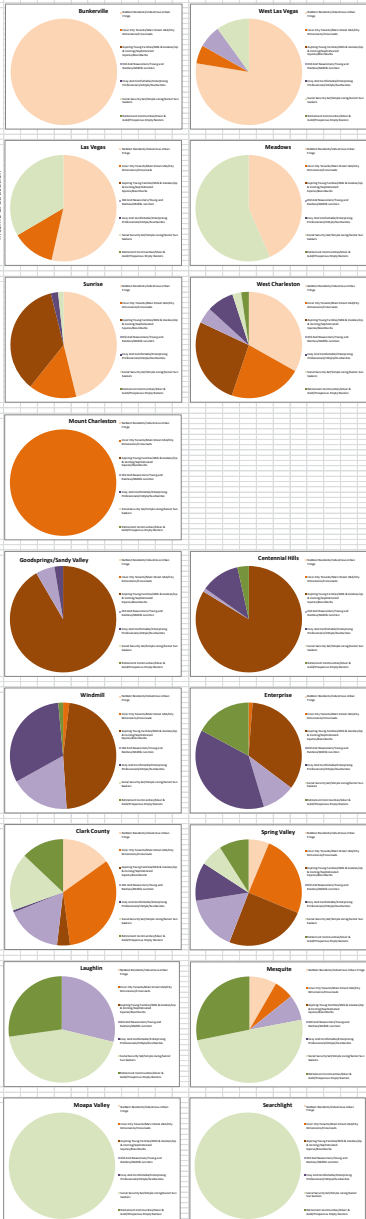
WHAT ARE WE LEARNING?

RELEVANCE IS LOCAL – Who are we serving? TAILOR SERVICES to *their* needs

Libraries are becoming **MORE ABOUT EXPERIENCES** and less about "books and stuff" -- creation, curiosity and community

Libraries are **TRUSTED, CONNECTED AND WIDELY DISTRIBUTED**

Librarians are becoming **FACILITATORS AND COACHES**

Next generation **SERVICES ARE BOUNDLESS** – virtual & physical, inside *and* outside the buildings

We are shifting to an **ACTIVE SERVICE MODEL**

This is a **NEW ERA WITH NEW OPPORTUNITIES**

Libraries are catalysts for transformation

We are in the business of advancing people and communities

VISION 2020

The Las Vegas-Clark County Library District nurtures the social, economic and educational well-being of people and communities.

Other Nonprofits

Government

Youth & Education

Consider the Library as a Community Platform

Local Enterprises

Families

Civic, Social and Faith

Health and Wellness

V.2020

Building for the Future
2016-2020

A strategic framework for building library relevance and responsiveness in changing times.

STRATEGIC FRAMEWORK:

Limitless Learning

Business & Career Success

Government & Social Services

Culture & Community

EACH OF THE STRATEGY SECTIONS INCLUDES THE FOLLOWING INFORMATION:

- **Current Community Conditions**

- **Future Conditions that Impact our Direction**

- **What do We Own? What Strengths/Assets do we have? What do we already do well? What could we improve with more attention and focus on individual and community impact?**

- **What are Implications for Services? Spaces? Other Resources?**

- **How Will We Define Success?**

LIMITLESS LEARNING

The Future of Learning

Author: Dr. Mimi Ito
UC Irvine 2012

CONNECTED *Learning*

EQUITABLE, SOCIAL, AND PARTICIPATORY

Connected learning is a model of learning that holds out the possibility of reimagining the experience of education in the information age. It draws on the power of today's technology to fuse young people's interests, friendships, and academic achievement through experiences laced with hands-on production, shared purpose, and open networks.

PRODUCTION CENTERED

Connected learning prizes the learning that comes from **actively producing, creating, experimenting, and designing**, because it promotes skills and dispositions for lifelong learning, and for making meaningful contributions to today's rapidly changing work and social conditions.

INTERESTS

Interests foster the drive to gain knowledge and expertise. Research has repeatedly shown that when the topic is personally interesting and relevant, learners achieve much higher-order learning outcomes. Connected learning views interests and passions that are developed in a social context as essential elements.

SHARED PURPOSE

Today's social media and web-based communities provide unprecedented opportunities for caring adults, teachers, parents, learners, and their peers to share interests and contribute to a common purpose. The potential of **cross-generational learning and connection** unfolds when centered on common goals.
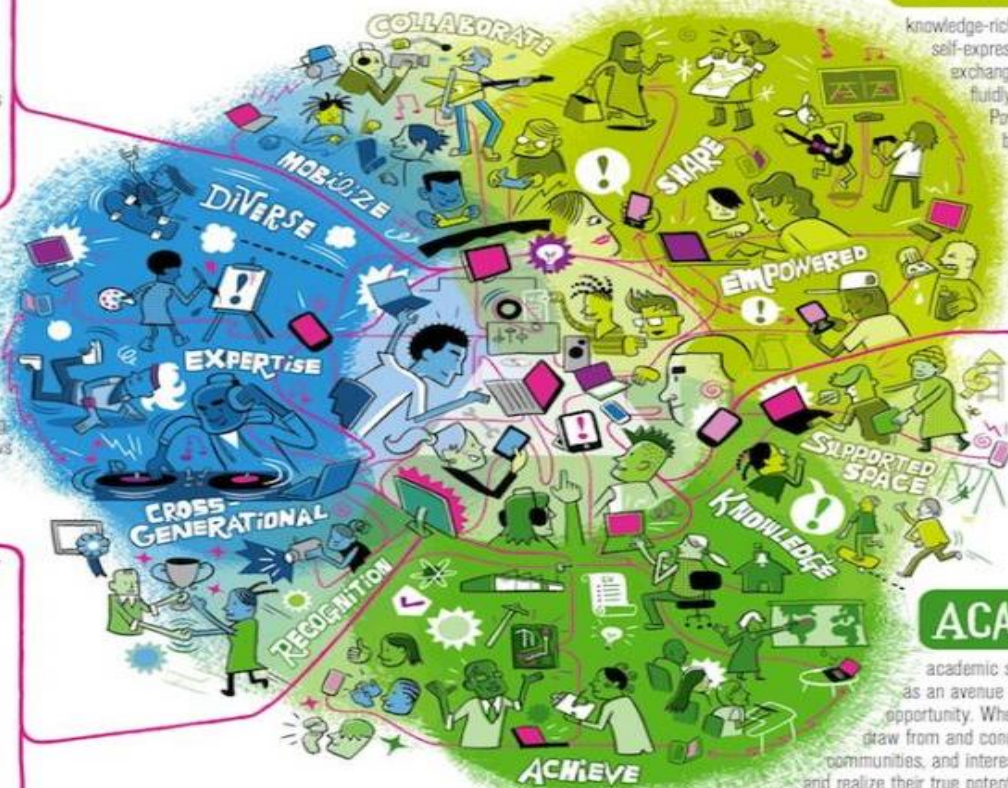
PEER CULTURE

Connected learning thrives in a socially meaningful and knowledge-rich ecology of ongoing participation, self-expression, and recognition. In their everyday exchanges with peers and friends, young people fluidly contribute, share and give feedback. Powered with possibilities made available by today's social media, this peer culture can produce learning that's engaging and powerful.

OPENLY NETWORKED

Connected learning environments **link learning in school, home, and community**, because learners achieve best when their learning is reinforced and supported in multiple settings. Online platforms can make learning resources abundant, accessible, and visible across all learner settings.

ACADEMIC

Connected learning recognizes the importance of academic success for intellectual growth and as an avenue towards economic and political opportunity. When academic studies and institutions draw from and connect to young people's peer culture, communities, and interest-driven pursuits, learners flourish and realize their true potential.

ACTIVE **RELEVANT** REAL-WORLD EFFECTIVE **HANDS-ON** NETWORKED **INNOVATIVE** PERSONAL TRANSFORMATIVE

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Community Conditions Now

- 680,000 of the 1,500,000 people in our service area are in households of families, mostly young parents with young children. Half of those are families with low education and income levels. A quarter of those are in household with limited English proficiency.

- There is a growing digital divide -- many households lack internet connections

- There is a growing number of English language and special need learners

- Clark County School District has several challenges, including an insufficient number of buildings and teachers, and a significant restructuring ahead

- 3% of 3- and 4-year olds have subsidized Pre-K. 29% of all children ages 4-5 are enrolled in Pre-K

- 69% of 4th graders are reading at grade level (67% nationally)

- 36.8% of 8th graders are proficient in math (73% nationally)

- The Clark County School District graduation rate is 71.7%

- 22% of local high school graduates go on to college

- There is a large population of adults with low education and English proficiency

Segments that are Families with Children Under $50,000 Median Household Income

LVCCLD Outlets | Family Segments Income < $50,000

- Aspiring Young Families
- City Dimensions
- Crossroads
- Industrious Urban Fringe
- Inner City Tenants
- NeWest Residents

CommunityConnect
Las Vegas Clark County Library District

Prepared by CIVICTechnologies
October 2014

High Challenged Literacy Block Groups in the Vegas Valley

LVCCLD Outlets

West Las Vegas Service Area
- Highly Challenged 1 (19.5 - 27.9)
- Highly Challenged 2 (30.0 - 43.9)
- Highly Challenged 3 (44.0 - 61.5)

CommunityConnect
Las Vegas Clark County Library District

Prepared by CIVICTechnologies
May 2012

This map identifies metro areas with a large number of young families with limited means andor limited English
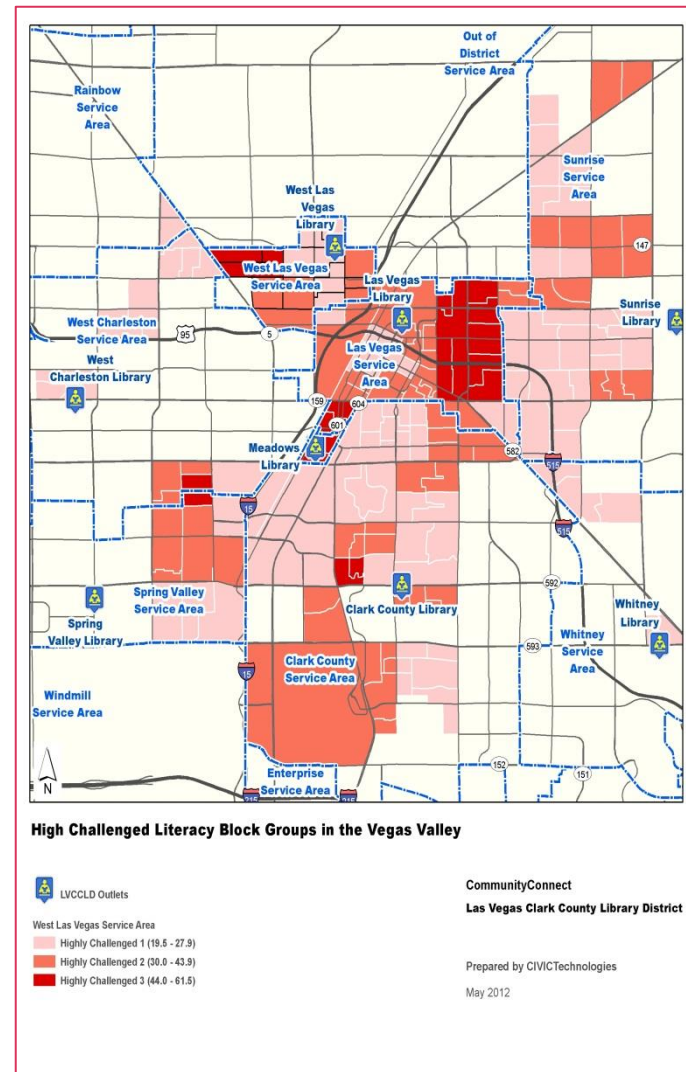
This map identifies metro areas with a large number of adults with very limited literacy skills, including some with limited English

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What Do We Own?

What are the strengths the library already has in the strategic area of Limitless Learning?

- ## Interest-Driven Learning

- ## Bridging the Education Gap
    Pre-K

    Student Support

    English

- ## Building 21st Century Literacies
    Digital

    Finance

    Health

    Media

What Do We Promise?

- To be the bridge that closes the gap.

- To provide free and open access to people of all ages to follow their passions and learning paths.

- To leverage library resources with community partners and resources to provide training, services and materials that increase literacy, learning and achievement in our region.

Strategies for Limitless Learning

Education Gap

- Expand reach and impact of Pre-K services
- Strengthen support for K-12 students – in the branches and online
- More STEAM and TechArt programs
- Expand the CALL program
- Expand access to technology
- Expand access to online homework help

Interest Driven Learning

- Customer-driven selection of programs and collections
- Variety of formats in our collections
- Maker, DIY, DJ programs that grow life and workplace skills
- Apps that make it easy for people to find materials and programs

Literacies

- Digital, coding, health, financial literacy meetups, programs, materials
- Expansion of partnerships with other organizations that have training and expertise
- Utilize staff, volunteer and mentor expertise
- Implement more online learning

What kind of Spaces will we need?

Family Place
Makers Space
Storytelling Space
Classrooms
Homework Center
Quiet Room
Computer Labs
Tech Art/Lil Bits/DJ Labs
Recording Booth
Film Center
Writers Lab

Research Center
Adult Literacy Classrooms and
Computer Labs
Book Browsing
Teen Space
Collaboration Space
Study Rooms
Hang Out Spaces
Instructional Spaces
Café/Kitchen
Lecture Hall

Activities and Components

Rehearsals
Performances
Storytelling
Homework Help
Book Browsing
Writing Lab
Home Economics Lab
Woodshop
Maker Space
Tech Art Lab
Recording Booth
Film Center
Summer Programs
Lectures
Workshops
Study Rooms

RECREATIONAL STUDIO

ACTIVITY STUDIO

QUIET ROOM

MESSY STUDIO

TECHNOLOGY STUDIO

LITERACY CENTER

LIVING ROOM

CALL CENTER

WRITER'S LAB

COMPUTER LAB

CAFE

COMMUNITY CULTURAL CENTER

LECTURE HALL

POPULAR MATERIALS

WELCOME CENTER

What are the Experiences?

QUIET ROOM

CALL CENTER

WRITER'S LAB

LECTURE HALL

COMMUNITY CULTURAL CENTER

EDUCATION GAP

ACTIVITY STUDIO

TECHNOLOGY STUDIO

COMPUTER LAB

LITERACY CENTER

LIVING ROOM

MESSY STUDIO

CAFE

POPULAR MATERIALS

RECREATIONAL STUDIO

INTEREST DRIVEN LEARNING

WELCOME CENTER

LITERACIES
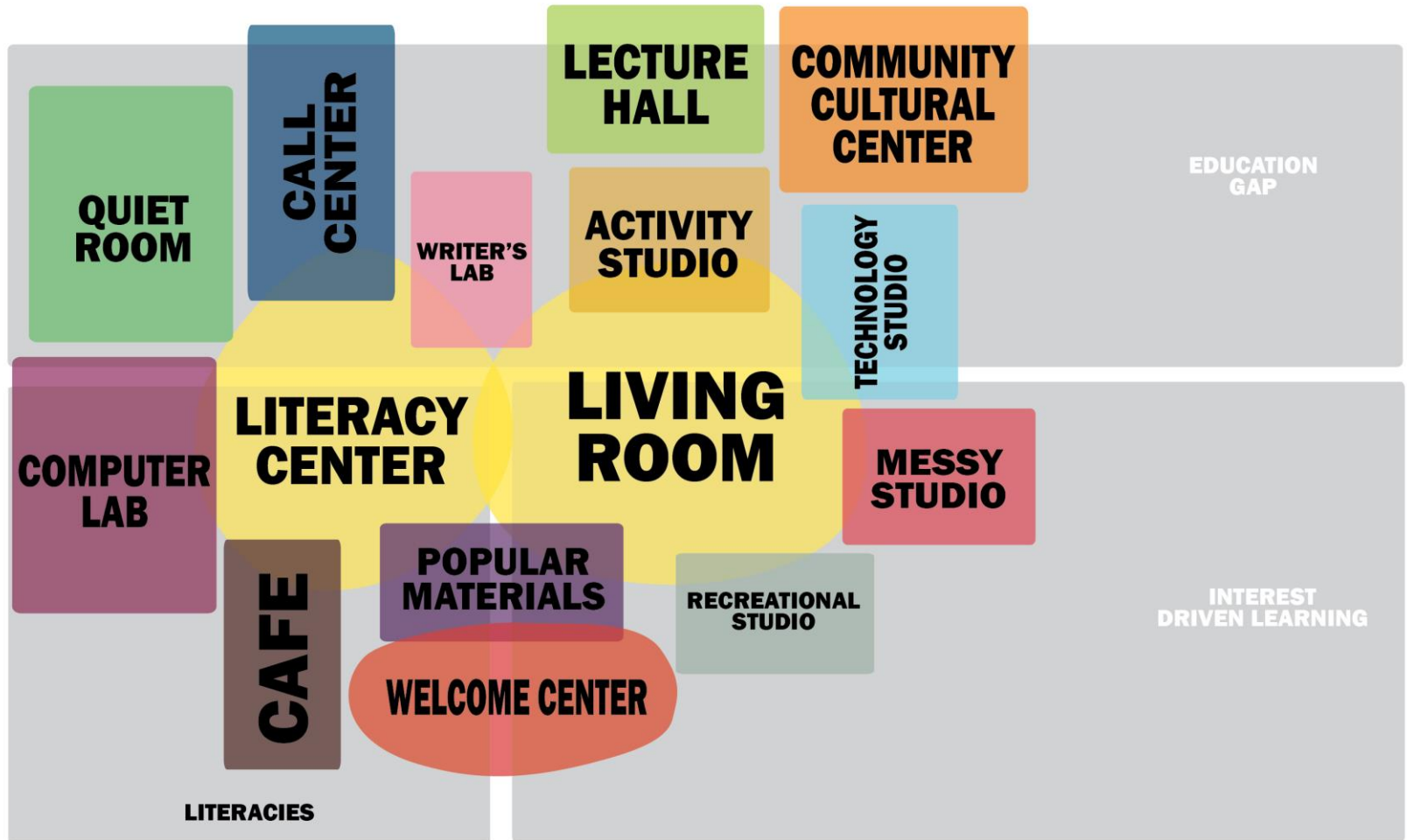
Other resource needs*

* These are starter ideas. Branches and Departments will make recommendations and prioritize. The District will determine resource availability.

Staff Skills, Talents:
Facilitation
Collaboration
Great People Skills
Multilingual/Cultural
Understand Family,
Early, Teen or Adult
Learning

Collections:
Early Literacy
Popular Media
Parenting
STEAM/Coding
Homework Help
Foreign Materials

Programs:
Early Learning
Parenting
TechArt/DJ/Maker
CALL
Financial Literacy
Tutoring

Technology:
Computer Labs for All
Ages
Homework Help Center
Laptop/iPads Kiosks
Recording Studio
Multilingual OS devices

Special Equipment:
Family Place
Maker Space
DJ Booth
TechArt Studios
Café/Vending Food
Living Room Furniture

Partnerships:
Childcare Centers/WIC
CCSD
DISCOVERY Museum
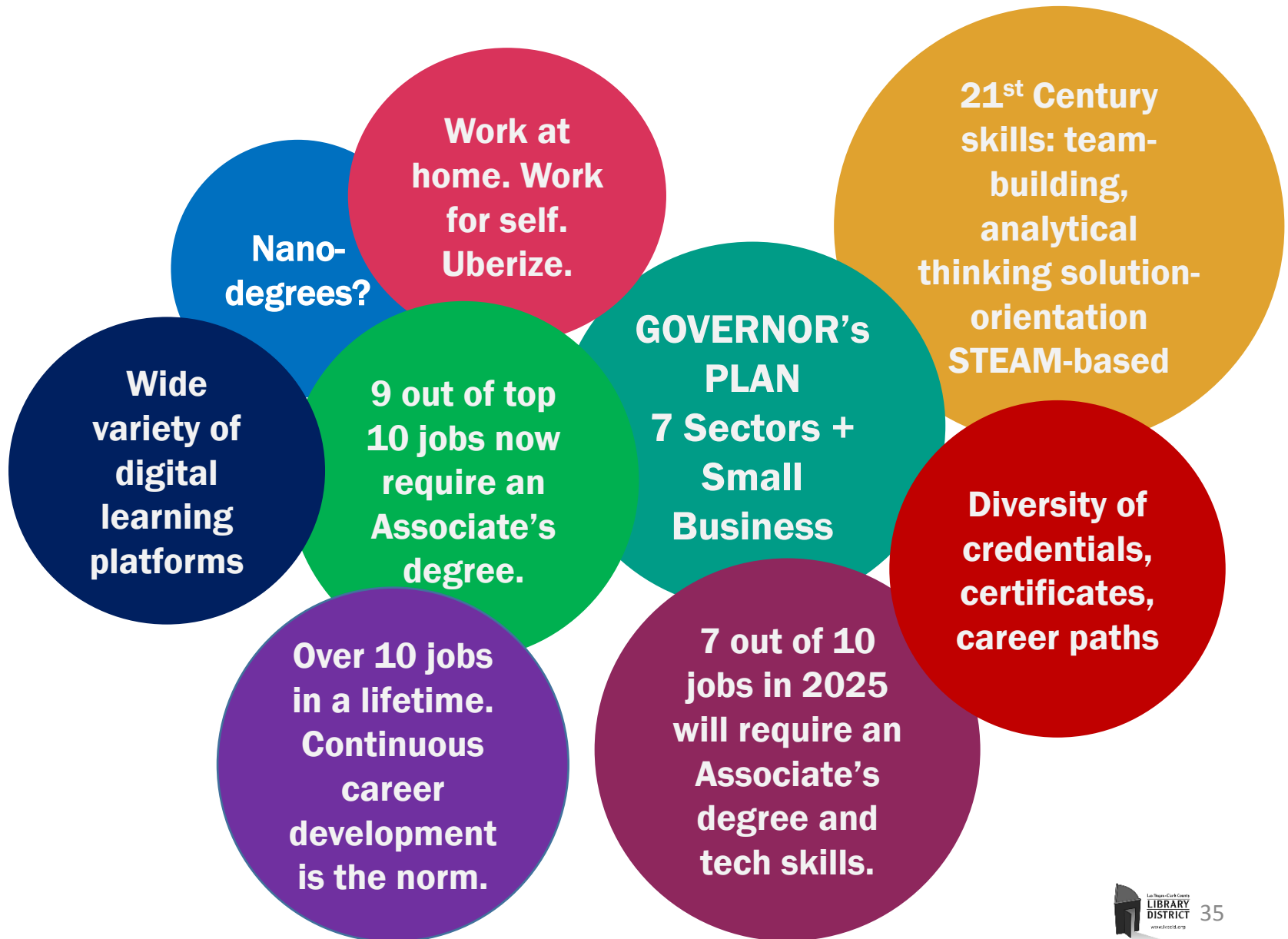Vegas PBS
Clark County Family
Services

How will we define success?

- Everyone engages in reading and learning
- Children are ready for Kindergarten
- English proficiency rises
- Students are performing at grade level or above
- Digital and financial literacy increases
- More students are going to college, credentialing programs or the work place
- Everyone has access to virtual and physical learning resources
- The library connects people to convenient, relevant learning opportunities
- Achievement - learning leads to success in life

Programs

BUSINESS & CAREER SUCCESS

Future World Looks Like

Nano-degrees?

Work at home. Work for self. Uberize.

21st Century skills: team-building, analytical thinking solution-orientation STEAM-based

Wide variety of digital learning platforms

9 out of top 10 jobs now require an Associate's degree.

GOVERNOR's PLAN 7 Sectors + Small Business

Diversity of credentials, certificates, career paths

Over 10 jobs in a lifetime. Continuous career development is the norm.

7 out of 10 jobs in 2025 will require an Associate's degree and tech skills.

Community Needs Now

- Large number of adults with **LOW EDUCATION LEVELS** (HS and below)

- **HIGH UNEMPLOYMENT FOR YOUTH** (double the national average)

- **GAP BETWEEN SKILLS AND JOBS** of a diversified economy and skills of present workforce of call centers, retail, construction and casinos

- Need to strengthen workforce assessment, **WORKFORCE READINESS** & training opportunities

- Need to **SUPPORT SMALL BUSINESS**

What Do We Own?

What are the primary strengths/weaknesses the library already has in providing employment and career services?

- **Job & Career Path Support**
- **Partnerships, Networking & Meet-Ups**
- **Business & Career Center**
- **Business Incubator**

Strategies for Business & Career Success

Job & Career Path Support

- Grow access to resources for job seekers: resume, interview, tech skills, finance
- Integrate career pathing into CALL
- Partner to develop workforce readiness and skills
- Tool up computer labs with new workforce skills, job assessment and search trainings
- Focus on small business development

Partnerships, Networking, Meet-ups

- Tap local expertise and employers
- Be the meet-up space for locals
- Grow career path programs, mentors
- Stream content on business basics
- Partnerships with SCORE, Vets, ASU, Nevada Workforce Connections, CSN, UNLV
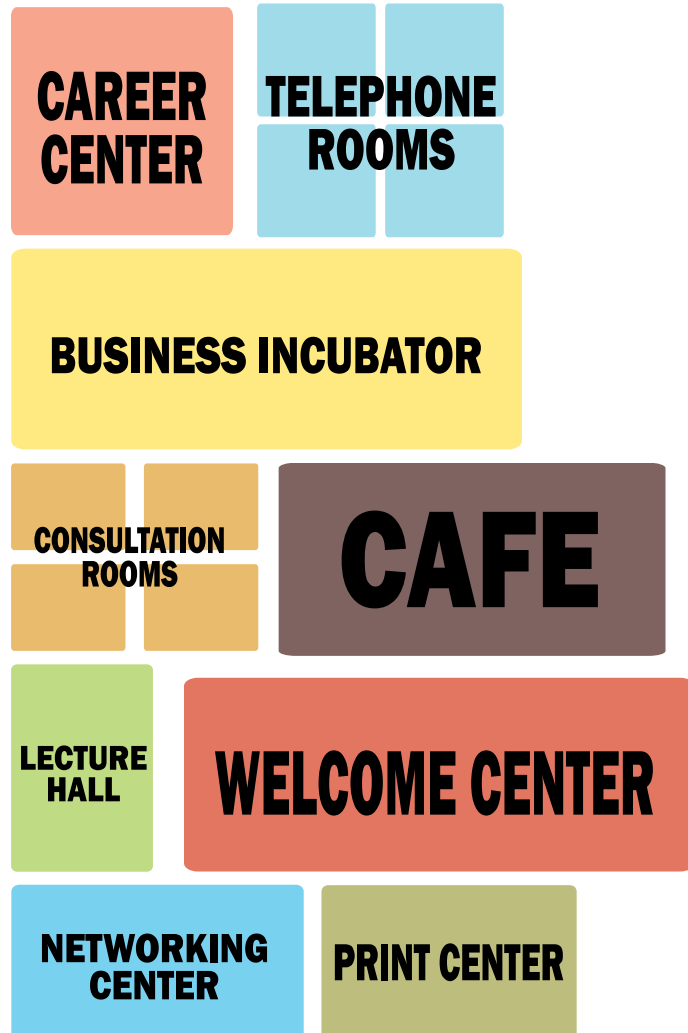
Business & Career Center

- Printers, copiers, fax machines, scanners, computers
- Phone room, consultation meeting rooms
- Resources online and one-on-one
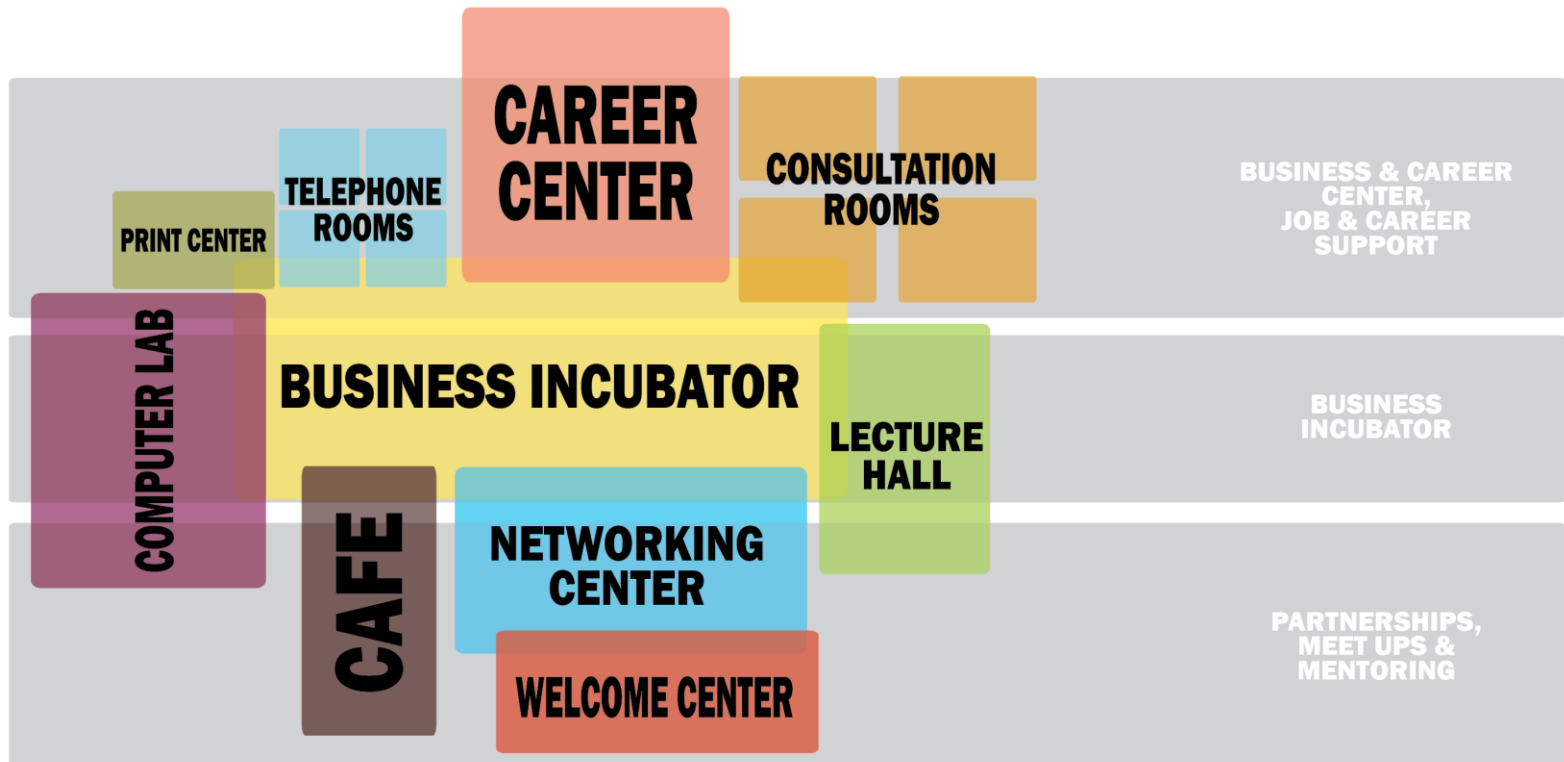- Online support, ex. Health Cards

Business Incubator

- Programs on all aspects of business planning and development
- Online tools
- Streaming content on business basics
- Business conversation circle

Activities and Components

Resume Writing
Job Training
Certification Training
Networking
Interview Rooms
Business Consultations
Test Proctoring
Lectures
Job Fairs

CAREER CENTER

TELEPHONE ROOMS

BUSINESS INCUBATOR

CONSULTATION ROOMS

CAFE

LECTURE HALL

WELCOME CENTER

NETWORKING CENTER

PRINT CENTER

What are the Experiences?

CAREER CENTER

TELEPHONE ROOMS

PRINT CENTER

CONSULTATION ROOMS

BUSINESS & CAREER CENTER, JOB & CAREER SUPPORT

COMPUTER LAB

BUSINESS INCUBATOR

LECTURE HALL

BUSINESS INCUBATOR

CAFE

NETWORKING CENTER

WELCOME CENTER

PARTNERSHIPS, MEET UPS & MENTORING

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Other Resource Needs*

* These are starter ideas. Branches and Departments will identify and prioritize recommendations. The District will determine resource availability.

Staff Skills, Talents:
Empathy, Facilitation
Coaching
Partnering
Knowledge of Career &
Business
Information Professionals

Collections:
Job Databases
Workforce Resources
Finance & Mgmt
Legal Resources
Career Development
Business Resources

Programs:
Workforce Readiness
Employment
Assessment
Employment Search
Small Business Start-Up
and Development

Technology:
Internet/Wi-Fi
PCs
Mobile Devices/Apps
Virtual Technology
Phones/Email
Streaming University
Content

Special Equipment:
Phone Room
Interview Rooms w/
Internet and Monitors
Test Proctoring
Business Center
Whiteboard/Projector

Partnerships:
Higher Education
Certification Programs
Vegas PBS
SCORE
Workforce Connections
Local Businesses

How Will We Define Success?

- Increase public access to technology
- Increase public adoption of new tech skills
- Help customers assess workforce preferences,   readiness and employment opportunities
- Successful completion of resume, interviews, job searches
- Increase in successful business development
- Increase connections to local employers

Government & Social Services

Future of Government & Social Services Looks Like:

- **Budget constraints and restructuring**

- **Merging of public agencies and social service programs and providers**

- **Robust but changing landscape of local nonprofit service providers**

- **Escalating trend to move services and transactions online**

- **Engaging citizens and community in service design**

- **Increased emphasis on cooperation and collaboration among agencies**

Community Needs Now

- Stronger and more integrated networks and connections among agencies, services and information sources to assist many kinds of vulnerable populations – homeless, mentally ill, unemployed, substance abuse, low income, food insecure

- Broad access to online government information and e-services – Health District, DMV, Health Insurance, IRS, SNAP, Medicaid

- Equality of Opportunity

- Social Justice

What Do We Own?

What do we already do well? What could we improve with more attention and focus on individual or community impact?

- **Resources: Continue to connect people to government and social service information, resources and services that are essential**

- **Partnerships: Build stronger community physical and virtual networks between the library & essential service providers**

- **The Public's Trust: Continue to provide unbiased/nonpartisan information and shared resources for public benefit**

Strategies for Government & Social Services

Resources

- Live Links on Website
- One-stop for materials and e-materials
- Meeting rooms
- Wi-Fi (citywide)
- Computers/Devices
- Public training
- Staff training
- Copiers and fax machines

Partnerships

- Other libraries
- Government agencies
- Nonprofits
- Social workers
- School counselors
- Food banks
- 211 Services
- Veteran's organizations

The Public's Trust

- Trusted resource
- Friendly atmosphere
- Public space
- Expertise
- Professional staff
- Unbiased advice
- Public's best interest

What kind of Spaces will we need?

Social Services Center

Multi-Purpose Room

Meeting Rooms

Consultation Rooms

Computer Lab

Designated Partner Spaces

Skills Training Room

Welcome Center

Activities and Components

Instruction on e-Government Services
Training on Navigating Agencies
Collections
Referrals
Loaned Social Workers or Public Nurses
Training Classes
Community Agency Fairs
Agency Partnerships
Shared Agency Staff Training
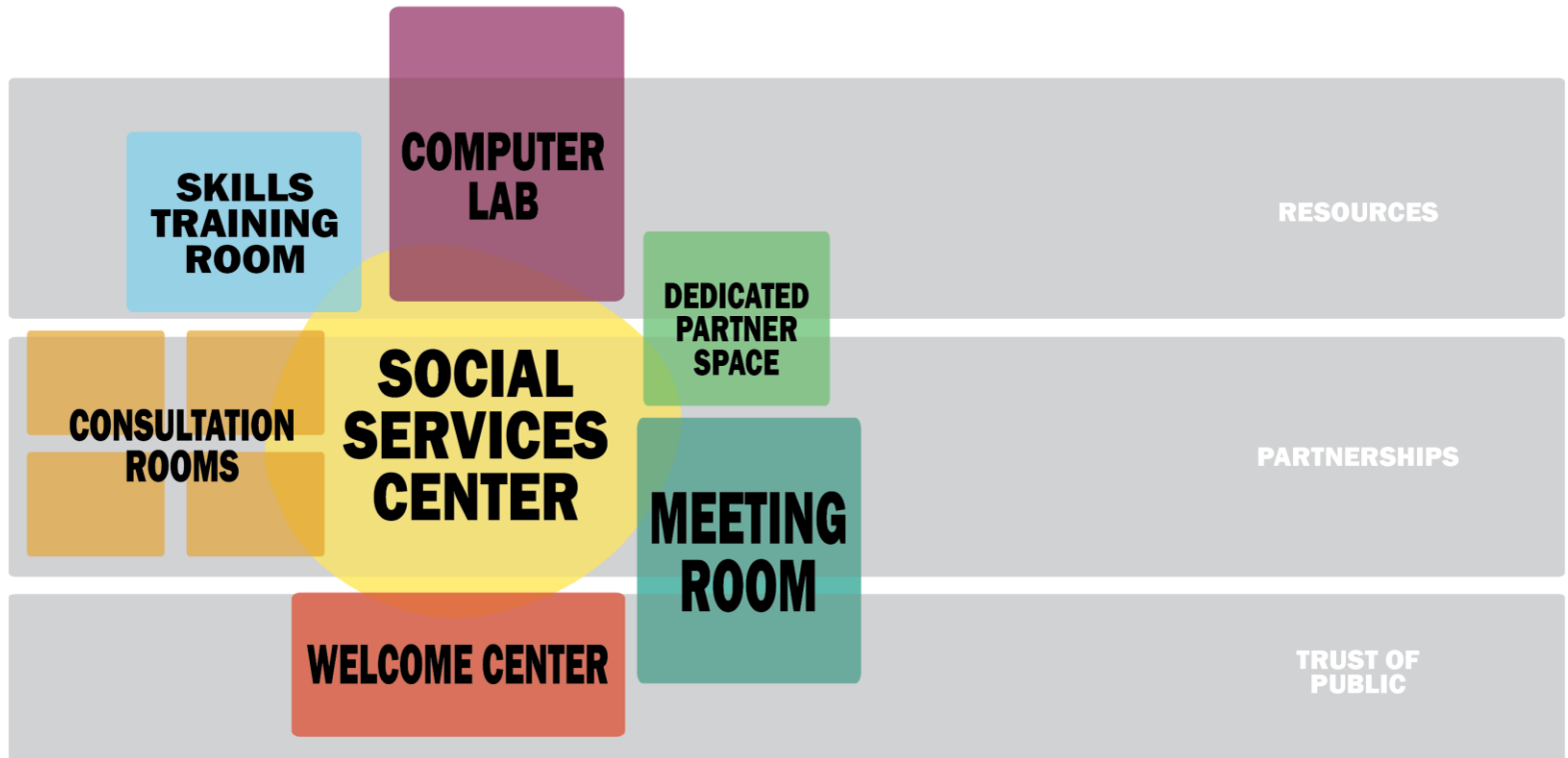
SKILLS TRAINING ROOM

WELCOME CENTER

MEETING ROOM

SOCIAL SERVICES CENTER

DEDICATED PARTNER SPACE

CONSULTATION ROOMS

COMPUTER LAB

What are the Experiences?

SKILLS TRAINING ROOM

COMPUTER LAB

DEDICATED PARTNER SPACE

RESOURCES

CONSULTATION ROOMS

SOCIAL SERVICES CENTER

MEETING ROOM

PARTNERSHIPS

WELCOME CENTER

TRUST OF PUBLIC

Other Resource Needs*

* These are starter ideas. Branches and Departments will identify and prioritize necessary resources. The District will determine resource availability.

Staff Skills, Talents:
Customer Service
Multilingual/Multicultural
Facilitator/Connector
Community Engagement
Staff Training on working with high needs
Patience

Collections:
Agency e-resources
Web-based portals
Mental health
Health
Special needs
Financial literacy
Substance Abuse

Programs:
Town Hall Meetings
Voter Registration
Health, Mental Health,
Social Service Fairs
Speaker Series
Meet-ups for Support Groups

Technology:
Web conferencing
Bandwidth for Content streaming
AV Projection, Audio and Video
Interactive Social Media
Informative Website

Other Resources:
Government Kiosks
Meeting rooms with internet and screens
Consultation rooms
Phone room
Loaned case workers from other agencies

Partnerships:
Food Bank/SNAP
Agencies/Non-Profits
Social Workers
CC Family Services
Shelter Providers
Veteran's Department
Health Care Providers

How Will We Define Success?

- **People will find the resources to meet their basic needs**

- **People will have access e-government services**

- **The library will be seen as a strong partner for social service providers and government agencies**

- **The library's website will have current links to resources, agencies and e-material**

- **Librarians will build relationships with government agencies, non-profits and other social service providers to ensure equal access for all**

Community Needs Now

The community needs places for locals to come together to learn, play, share experiences, solve problems, celebrate culture, create and explore the world.

Future World Looks Like

Community & Culture: open, creative and flexible physical and virtual spaces where diverse groups of people can enjoy social interaction and self-directed learning.

WHAT DO WE OWN?

What do we already do well? What could we improve with more attention and focus on individual or community impact?

- **We Own the "Third Place" (after home and work)**

- **We Own the Open Door**

- **We Own Community and Life Enrichment**

- **We Own Creative Collaboration**

What Do We Promise?

- **To be available by providing great customer service and to be responsive to our community needs**

- **To provide the space**

- **To be open-minded and non-judgmental**

- **To welcome culture and diversity in all forms**

- **To offer guidance, resources, programs that ignite the interests and spark the passions of our community**

- **To become an incubator of creativity**

Strategies for Community & Culture

Third Place

- Sanctuary away from home
- Open space, comfortable seating, work spaces, café
- Physical environment conducive to formal/informal learning
- Wi-Fi, copier, ample outlets, fax, good lighting

Open Door

- Welcoming environment
- Community living room
- Sense of belonging
- Variety of library material formats for diverse audiences
- Strong social media presence
- Inviting interactive website

Enrich Community & Life

- Diverse programming tailored to interests of local audiences
- Variety of materials & formats
- Offerings at art galleries and theatres
- Outreach
- Hub for civic engagement

Creative Collaboration

- Create collaborative opportunities
- Meet-up atmosphere
- Social media, sharing, and learning sites
- DJ/Tech Art Studio/Productions
- Makerspace
- Paid experts, knowledgeable staff

What kind of Spaces will we need?

Welcome Center
Performance Space
Rehearsal Room
Multi-Purpose Room
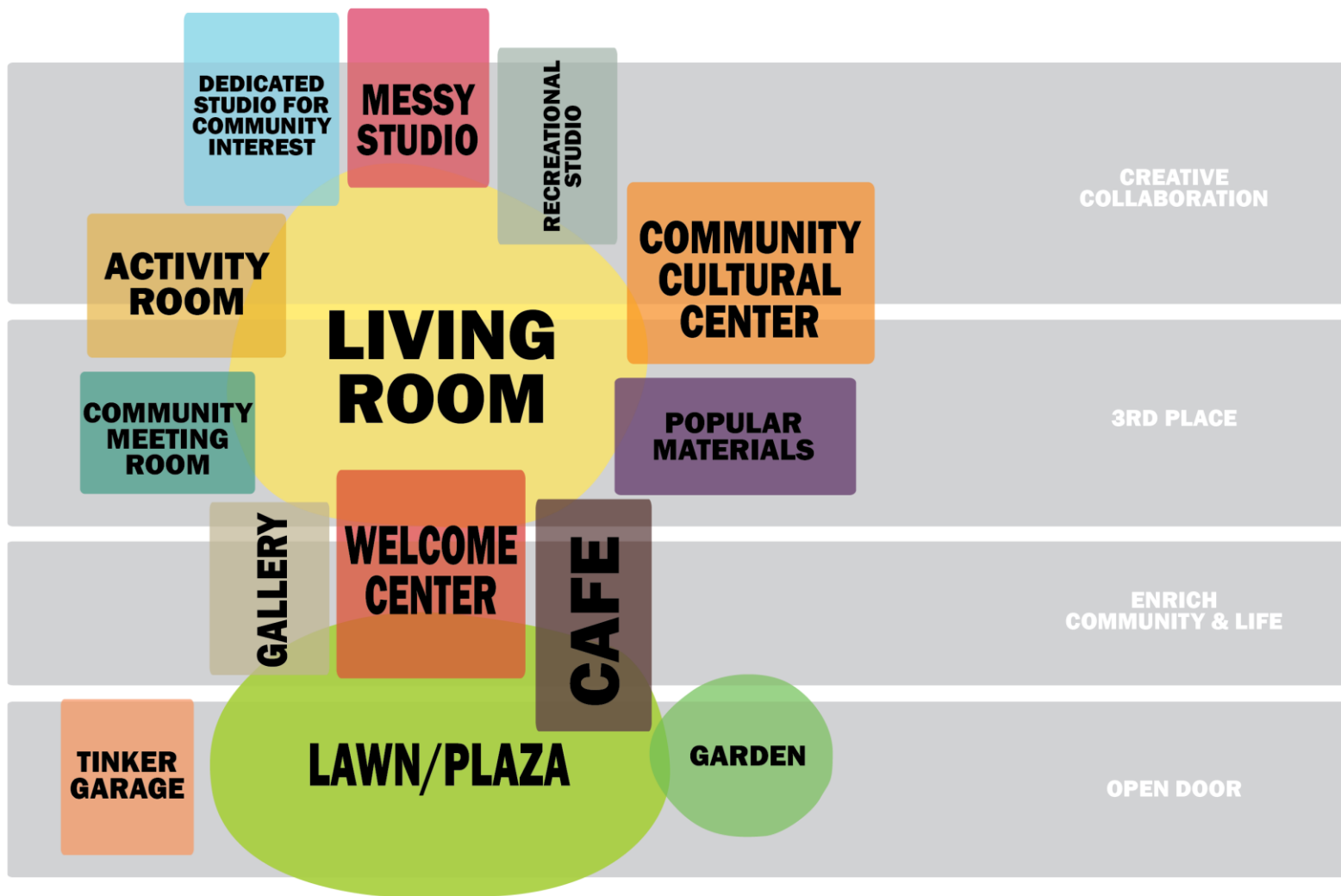Living Room
Culinary Kitchen
Cafe
Art Studio
Garden
Garage
Lawn/Plaza
Meditation/Yoga Studio

Gallery
Gaming Room
Book Store
Recreational Studio
Popular Materials
Tinker Garage
Messy Studio
Lawn/Plaza
Community Gardens
Meeting Space
Cultural Center

Activities and Components

Performances
Rehearsals
Dance Classes
Painting, Drawing
Pottery Throwing
Arts & Crafts
Cooking Classes
Meditation/Yoga
Game Nights
Book Store
Festivals
Movies on the Lawn
Community Garden
Maker's Space
Community Art Gallery

- RECREATIONAL STUDIO
- POPULAR MATERIALS
- GARDEN
- MESSY STUDIO
- COMMUNITY CULTURAL CENTER
- LIVING ROOM
- DEDICATED STUDIO FOR COMMUNITY INTEREST
- TINKER GARAGE
- GALLERY
- CAFE
- ACTIVITY ROOM
- WELCOME CENTER
- COMMUNITY MEETING ROOM
- LAWN/PLAZA

What are the Experiences?

COMMUNITY & CULTURE

DEDICATED STUDIO FOR COMMUNITY INTEREST

MESSY STUDIO

RECREATIONAL STUDIO

ACTIVITY ROOM

LIVING ROOM

COMMUNITY CULTURAL CENTER

COMMUNITY MEETING ROOM

POPULAR MATERIALS

GALLERY

WELCOME CENTER

CAFE

TINKER GARAGE

LAWN/PLAZA

GARDEN

CREATIVE COLLABORATION

3RD PLACE

ENRICH COMMUNITY & LIFE

OPEN DOOR

LIBRARY DISTRICT

The Intergenerational Experience
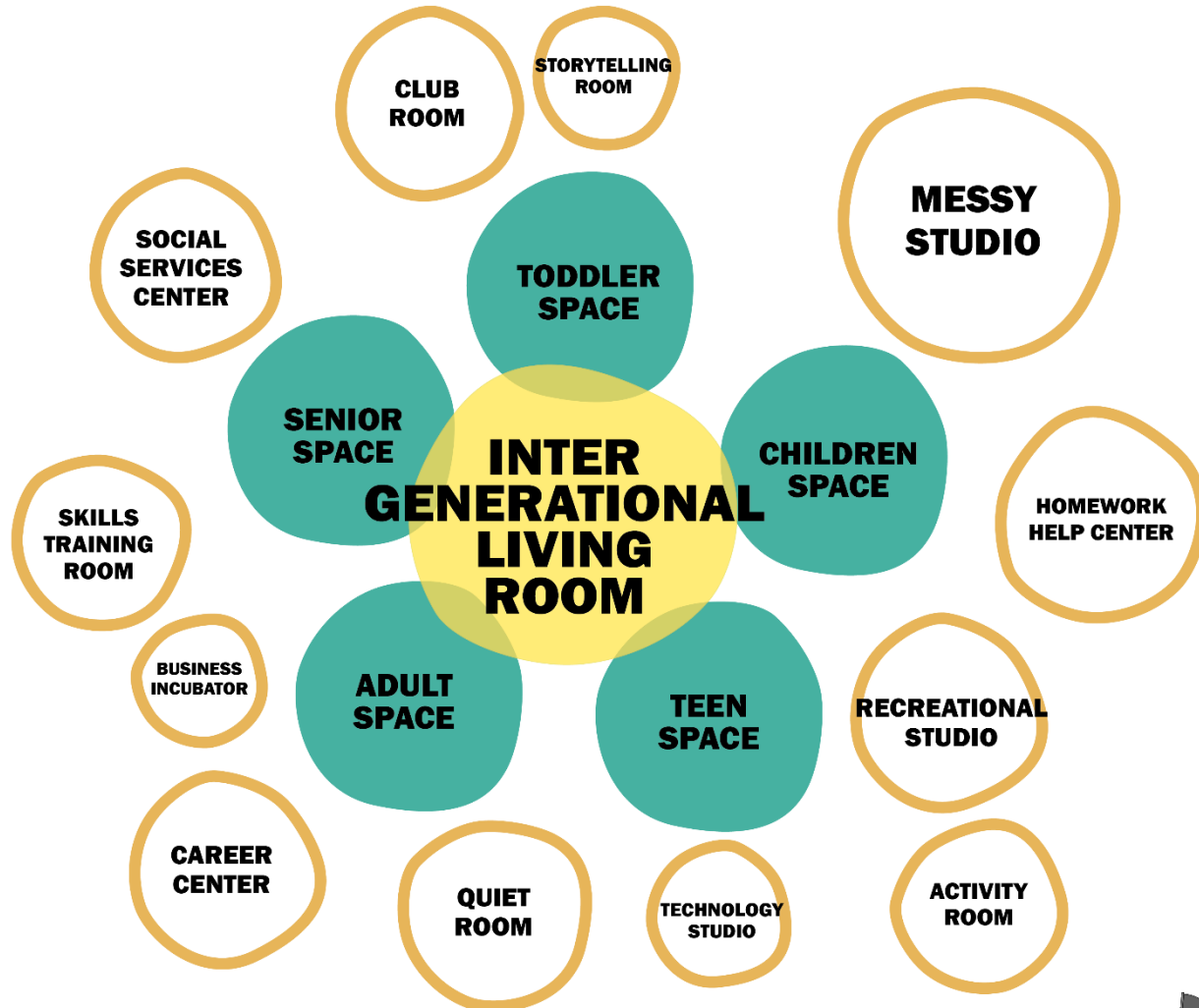
CLUB ROOM

STORYTELLING ROOM

MESSY STUDIO

SOCIAL SERVICES CENTER

TODDLER SPACE

SENIOR SPACE

INTER GENERATIONAL LIVING ROOM

CHILDREN SPACE

HOMEWORK HELP CENTER

SKILLS TRAINING ROOM

BUSINESS INCUBATOR

ADULT SPACE

TEEN SPACE

RECREATIONAL STUDIO

CAREER CENTER

QUIET ROOM

TECHNOLOGY STUDIO

ACTIVITY ROOM

COMMUNITY & CULTURE

Other Resource Needs*

* These are starter ideas. Branches and Departments will identify and prioritize necessary resources. The District will determine resource availability.

Staff Skills, Talents:
Multi-Lingual, Multi-Cultural
Researchers & Facilitators
Mentors/Coaches
Strong Customer Service
Adaptable/Open Minded
Quick Learners
Community Engagement

Collections:
Virtual Library
Popular
DIY/Making
App Based
Art, Movies and Music

Programs:
Food, Culture, Literature
Exhibits, Experiences,
Entertainment
Movie Nights
Community Events
Cool and Fun
Surprising, Imaginative

Technology:
Web Conferencing
Content Streaming
Production, Projection,
Audio and Video
Advanced Digital Forum
Interactive Social Media

Other Resources:
Culinary Kitchen
Flexible Furniture
AV and Outlets for
Ballroom one day,
Hackathon the next

Partnerships:
Community Agencies
Local Businesses
Consulates
Writers and Readers
Performing Arts
Groups
Local Media and
Social Networks

How Will We Define Success?

- Our facilities are full of people
- The public is aware of all our resources
- People feel that the library is their favorite public place
- The public feel they help shape library collections, programs and initiatives
- The library is a vibrant social media channel
- Other local organizations consider the library a strong community partner

How Will We Implement V.2020?

Change of mindset – **EMBRACE CHANGE!**

Be quick and responsive to **TRENDS AND TECHNOLOGY**

Create stronger **CUSTOMER SERVICE CULTURE**

Create **ADAPTABLE** multi-use spaces

Form **PARTNERSHIPS**, foster **ENGAGEMENT**, use **COMMUNITY EXPERTS**

Support an inviting & interactive **DIGITAL PRESENCE**

REALIGN EXISTING RESOURCES and find **NEW FUNDING SOURCES**

EXPERIMENT, PROTOTYPE, LEARN FROM FAILING, AND STRIVE FOR SUCCESS