

Strategic Plan

Roseville Public Library

2013 - 2015



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Mission, Vision and Values

The City of Roseville Parks, Recreation & Libraries Department's mission is to enhance lives and the community by providing exceptional services. We strive to live up to this mission in every division of our department and the library is no exception. The library is a vital public service providing facilities and services which contribute to the community's quality of life.

We are fortunate to have three libraries in Roseville. The City of Roseville General Plan emphasizes the importance of extending social and cultural resources to outlying neighborhoods in the form of clustered community facilities including parks, libraries and community centers. We are achieving this with each of our libraries. Statistics show library visits, program attendance and circulation are at an all-time high.

The vision for our department is to be the leader in creating a healthy community through progressive, sustainable, and memorable experiences. A healthy community is continuously creating and improving both physical and social environments as well as expanding community resources which empower people to mutually support one another. We have started this in the library through expanding our programming in literacy and becoming a leader in the State for adult literacy.

Our department values fun and celebration, community, safety, stewardship, inclusion, creativity, diversity, collaboration, innovation, people and health & wellness. These are values you see in our libraries being lived by our outstanding staff and volunteers each and every day.

This strategic plan was developed with our mission, vision and values in mind. It is a comprehensive approach to addressing the needs of the community for library programming. This plan works as an implementation tool to assist the library in forecasting our needs, assess our organizational environment and achieve our goals and objectives.

We are very fortunate to have the support of our Roseville residents, Mayor, City Council, Library Board and City Manager. Thank you taking the time to review this plan and please let us know what you think.



Dominick Casey
*Parks, Recreation &
Libraries Director*

A handwritten signature in blue ink, appearing to read 'Dominick Casey', with a stylized flourish at the end.

Dominick Casey
Parks, Recreation & Libraries Director

Mission

To enhance lives and the community by providing exceptional experiences.

Values

Fun & Celebration | Community | Safety
Learning | Stewardship | Inclusion | Creativity
Diversity | Collaboration | Innovation | People
Health & Wellness

Vision

To be the leader in creating a healthy community through progressive, sustainable & memorable experiences.

Introduction



Natasha Casteel
City Librarian

We recently celebrated 100 years of library services in Roseville in 2012, which is a perfect opportunity to look at where we have come, and where our library system is headed. Our last Strategic Plan was completed in 2005, before our Martha Riley Community Library was even opened to the public. Many things have changed since then, and our core services have evolved to meet the needs of our community: our commitment to literacy, providing community gathering spaces, offering programs for the entire family, providing professional reference services and training, and maintaining an accessible collection of print and electronic materials.

Our library serves as a community living room, providing a place where residents can seek and gather information, connect with their neighbors, and get access to what they need. As our community seeks to do more with less, our library offers a strong return on investment and is integral in addressing community priorities and creating efficiencies through innovation and partnerships. We can build on our strengths even more by taking services outside our walls and into the community.

We hope that our 2013-2015 Service Goals & Strategies will enable us to continue building on our exceptional services, as defined by residents and library users. Our thanks go out to the many residents who contributed to this Strategic Plan creation, which was indeed a community effort. We look forward to achieving our goals together.

A handwritten signature in blue ink that reads "Natasha Casteel". The signature is fluid and cursive.

Natasha Casteel, *City Librarian*

Strategic Plan Purpose & Process

In the spring of 2012, with support from the Library Board and under direction from the Parks, Recreation & Libraries Director, the strategic planning process began. The goal was to ensure that the 2013-2015 Library Strategic Plan was community based and Service Goals & Strategies were borne from community input. As part of our strategic planning process, the library hosted six targeted focus groups from different community segments: teens, City Council, business & community leaders, seniors, parents/educators and library champions. Over 1,300 responses were gathered from our in-depth community assessment (online and in print). Library staff worked to identify strengths, weaknesses, opportunities and threats of the library, along with gathering statistical data to help support the community input.

Once all of the community input was gathered, a stakeholders team assembled to develop the 2013-2015 Service Goals & Strategies and to define the Plan's purpose. A list of core library services was assembled which tied directly to our Service Goals.

Strategic Plan Purpose: to increase awareness and usage of all library services.

Core Library Services:

- Accessible library collections in print & electronic formats
- Literacy services
- Community gathering place
- Local history preservation and access
- Training and professional development
- Family programming

The Roseville General Plan outlines two goals for our public library system. Firstly, recognize libraries as a vital public service that contributes to the community's quality of life. Secondly, provide library services and locate library facilities to adequately serve all City residents. All of the 2013-2015 Service Goals & Strategies, as well as core library services, strive to meet these General Plan goals. The tremendous response to the in-depth community assessment reflects the value of library services to the community.

Acknowledgements

City Council

Susan Rohan, Mayor

Carol Garcia, Vice Mayor

Pauline Roccucci

Tim Herman

Bonnie Gore

Library Board

Lee Jones, Chair

Janice Hanson, Vice Chair

David Uribe

Suzanne Dizon

Aldo Pineschi

Sabrina George, Youth Member

City Staff

Ray Kerridge, *City Manager*

Rob Jensen, *Assistant City Manager*

Dominick Casey, *Parks, Recreation & Libraries Director*

Natasha Casteel, *City Librarian*

Strategic Plan Stakeholders Team

Lynn Brown, *Friends of the Roseville Library*

Mary George, *Director, Placer County Library*

Janice Hanson, *Library Board*

Christina Richter, *Roseville Historical Society*

Martha Riley, *Friends of the Roseville Public Library*

Patricia Wick, *Roseville Library Foundation*

Dominick Casey, Natasha Casteel, Joan Goff, Chris Rohde, *City Staff*

Service Goals & Strategies

Each of these service goals were developed directly from community responses, which are outlined in Section 3. These goals will help the library achieve its overall mission, vision and values, and are tied to our defined core library services.

Leverage resources to develop exceptional library collections

Strategies:

- Update collection development policy to reflect current trends
- Increase percentage of materials budget allocated for eBook collection
- Reduce wait time for books by purchasing more copies of in-demand titles
- Evaluate formats to ensure the library is providing customers the most relevant options, release formats that are no longer in demand
- Investigate additional funding sources to help supplement City funds

Optimize access to and enhance quality of facilities

Strategies:

- Invest in maintaining existing facilities
- Evaluate hours of operation in order to provide optimal access with available resources
- Maintain consistency of operational hours as much as possible
- Utilize bookmobile for extended or non-traditional hours



Service Goals & Strategies

Better use technology to increase efficiencies and provide 24/7 access

Strategies:

- Implement online registration
- Take advantage of new library computer system to improve access to collections
- Evaluate and plan for implementation of RFID
- Expand electronic access to the virtual library
- Explore alternative eBook platforms
- Improve eGovernment functionality of website

Take library services into the community; bring the community into the library

Strategies:

- Improve access to Historical Collections with Carnegie Library
- Partner with regional library systems and implement “good neighbors” programs
- Partner with local school districts to increase awareness of student services
- Offer bookmobile services in the community
- Increase outreach to underserved & homebound residents
- Seek support from business community & non-profit organizations



Focus Group Results

Six focus groups gathered to offer input into the strategic planning process. They included: teens, City Council, seniors, parents & educators, business & community leaders, and library champions. This table lists each of the questions posed to the focus groups, and the trends that emerged from their responses. These trends were then analyzed by the stakeholders team to help create the 2013-2015 Service Goals and Strategies.

Question Asked	Response Trends
Have you or your family visited the library in the last month?	<ul style="list-style-type: none"> • Majority has visited recently • Respondents children had visited • Had used library online, not in person
What were your reasons for visiting?	<ul style="list-style-type: none"> • Check out library materials • Place hold on item/pick up item on hold • Attend meetings • Research/school work/study time • Attend a library program • Borrow items instead of buying to save money
How would you rate the service provided by library staff?	<ul style="list-style-type: none"> • Excellent, knowledgeable, helpful • Welcoming, friendly • Staff make good recommendations • No bad experiences with staff
Did you encounter any problems or issues during your visit?	<ul style="list-style-type: none"> • Long wait time for item on hold • Not enough eBooks • Long wait time for public computers • Recurring transient issues Downtown Roseville Library • Need more books
Do you use libraries other than Roseville? Why?	<ul style="list-style-type: none"> • Placer County System • Sacramento • School libraries • Use when wait time for books is long

Focus Group Results

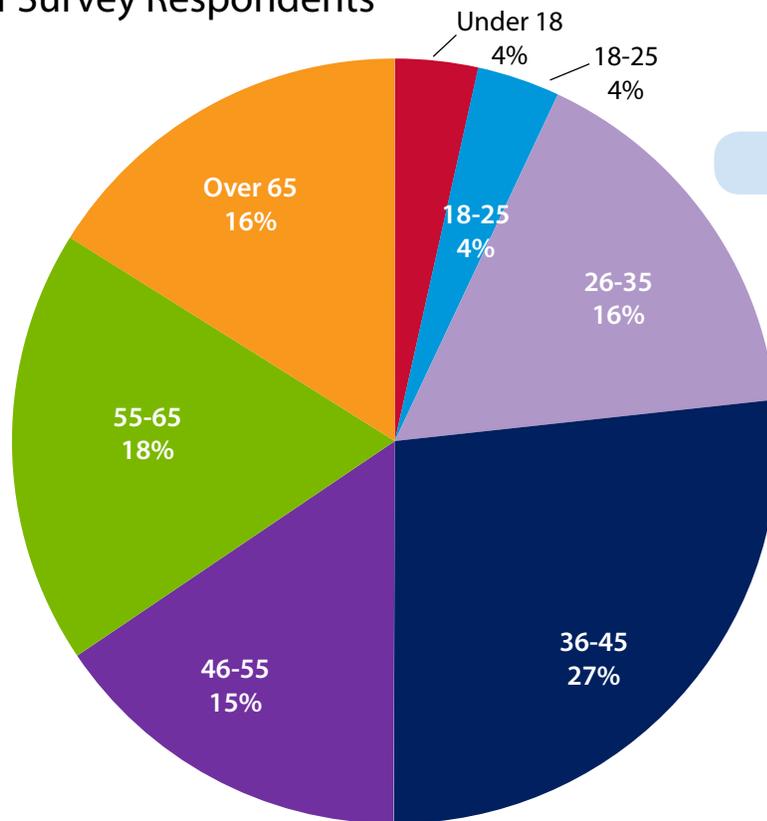
Question Asked	Response Trends
What types of programs and services are important to you?	<ul style="list-style-type: none"> • Checking out books • Access to eBooks and online resources • Literacy • Reference assistance • Want to have more hours • Ability to place items on hold • Quiet spaces with comfortable seating • Floating collections • Self check services • Summer reading program • Community connecting, gathering space • Safe place for families • Communication between library, schools, community partners • Like different character of each location
Do you think the library is effective in promoting programs and services? Suggestions?	<ul style="list-style-type: none"> • Like use of social media, make more interactive • Reach out to the underserved • People are using the library more than ever- tell that story • Digital screens to highlight events • Marketing with schools • Drop in classes, tutorials for new services • More frequent eNewsletter • Respondents recognized that a strong effort is being made
What is your perception of the Roseville Library?	<ul style="list-style-type: none"> • Great city library system • Forward-looking • Organized, great spaces • Very accessible and inclusive • Not just a place to read books • Great community gathering space • Libraries are very busy • Staff are hardworking, care about customers, professional • Worries about funding • Lack of parking Downtown Roseville Library • Nervous about loitering outside Downtown Roseville Library

Focus Group Results

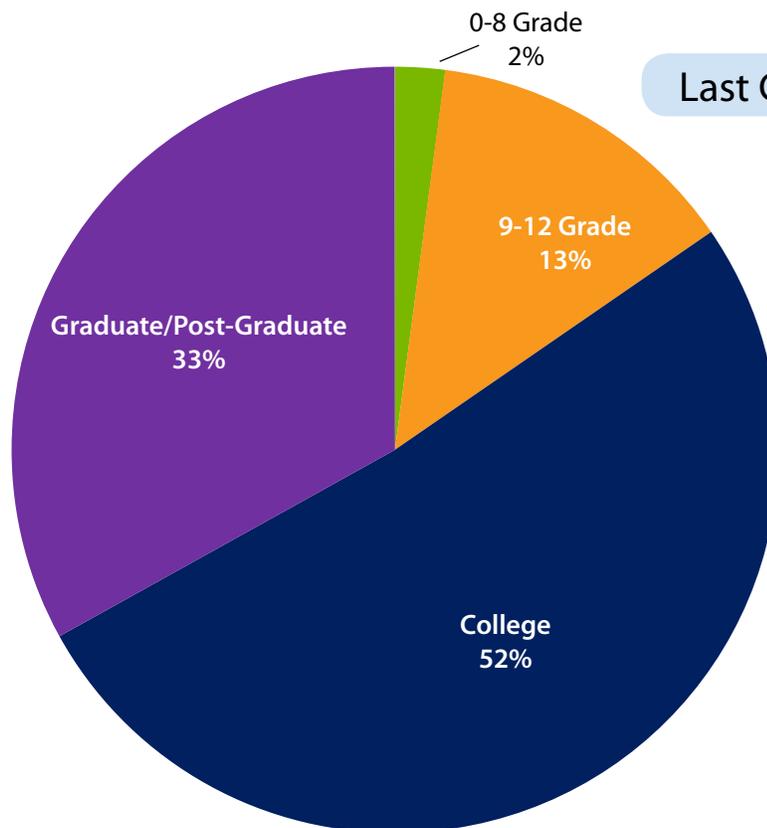
Question Asked	Response Trends
Describe the perfect library for this community? What do you envision?	<ul style="list-style-type: none"> • One size does not fit all • Create neighborhood targeted services • More extensive outreach • Bring back the Bookmobile • Libraries are the social equalizer, open to all, free of charge • Good libraries, parks and schools attract residents • Need café, food • Extended hours, open seven days, Sundays • Programs for school age, homework assistance, study spaces • More books and online resources • Quiet spaces, comfortable spaces • Continue serving those at risk
Do you have anything else to add?	<ul style="list-style-type: none"> • Important to serve children • Keep professional staff, need human interaction, assistance • Online accessibility is critical • Be aware of economic divide • Funding is important • Be a hub of information • Impressed with activities, programs • Good use of public facilities for families • Appreciate being asked to participate • Buy more books • Provide literacy training for people in need • Partner with community agencies to offer expanded services

Community Survey: Summary of Top Responses

Demographics of Survey Respondents



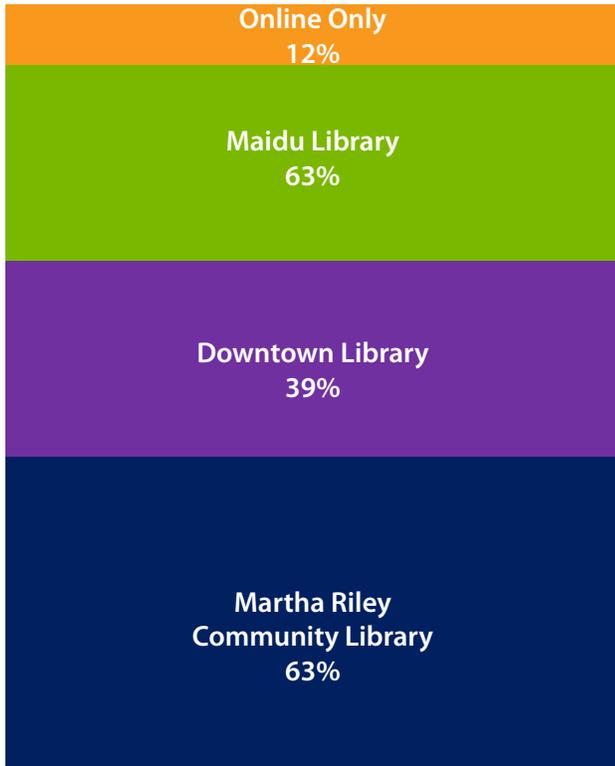
Age of Respondents



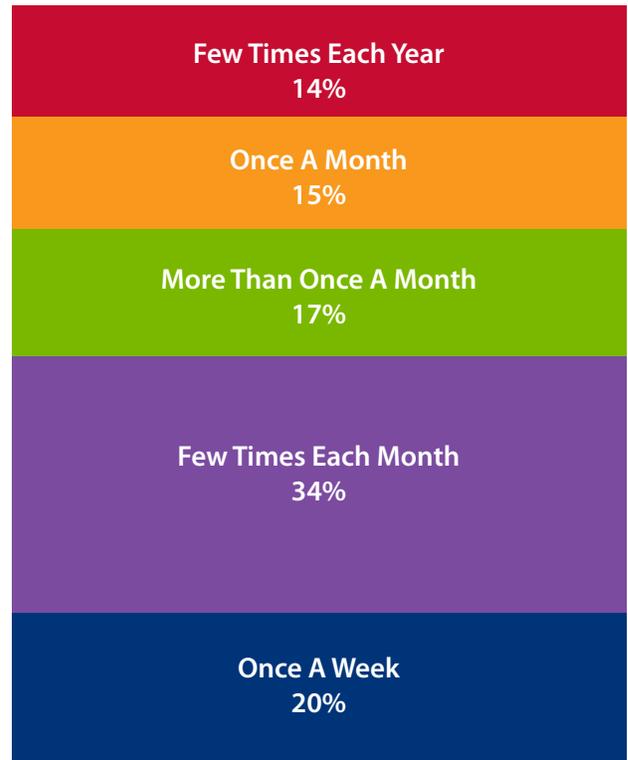
Last Grade Level Completed

Community Survey: Summary of Top Responses

Libraries Used



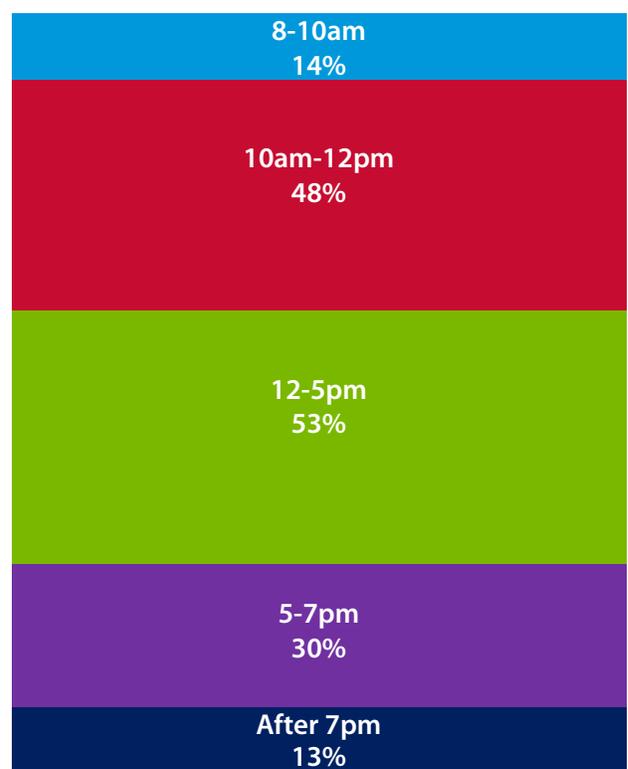
Frequency of Library Visits



Days Likely To Visit

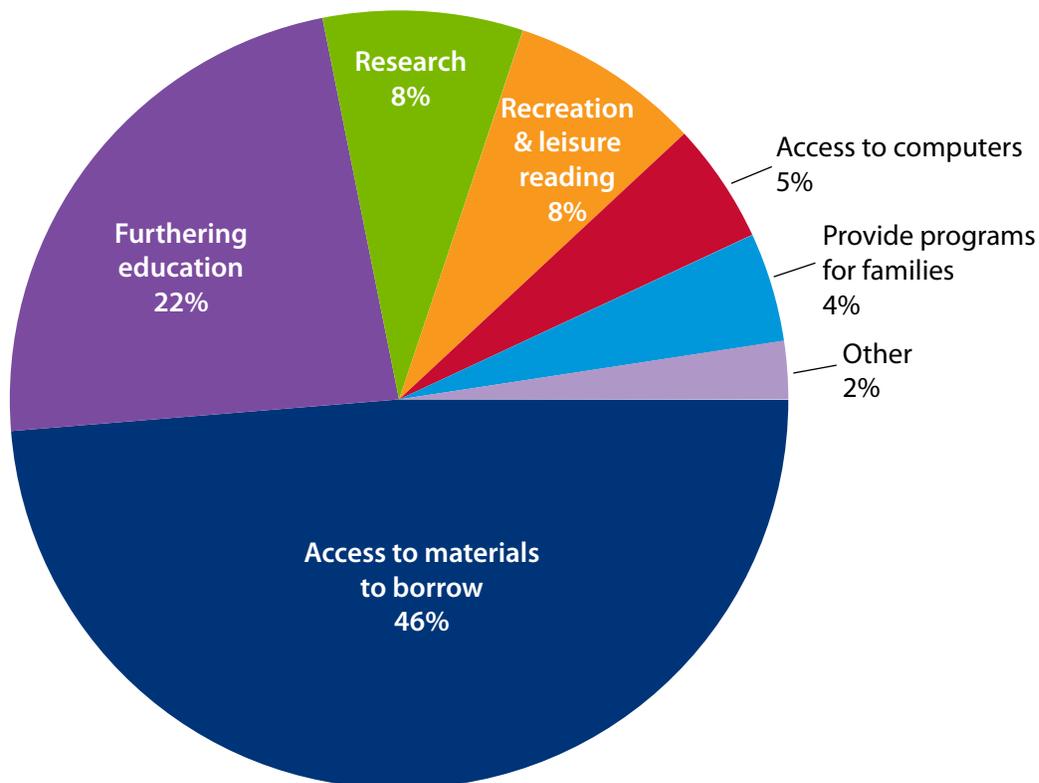


Times Likely To Visit

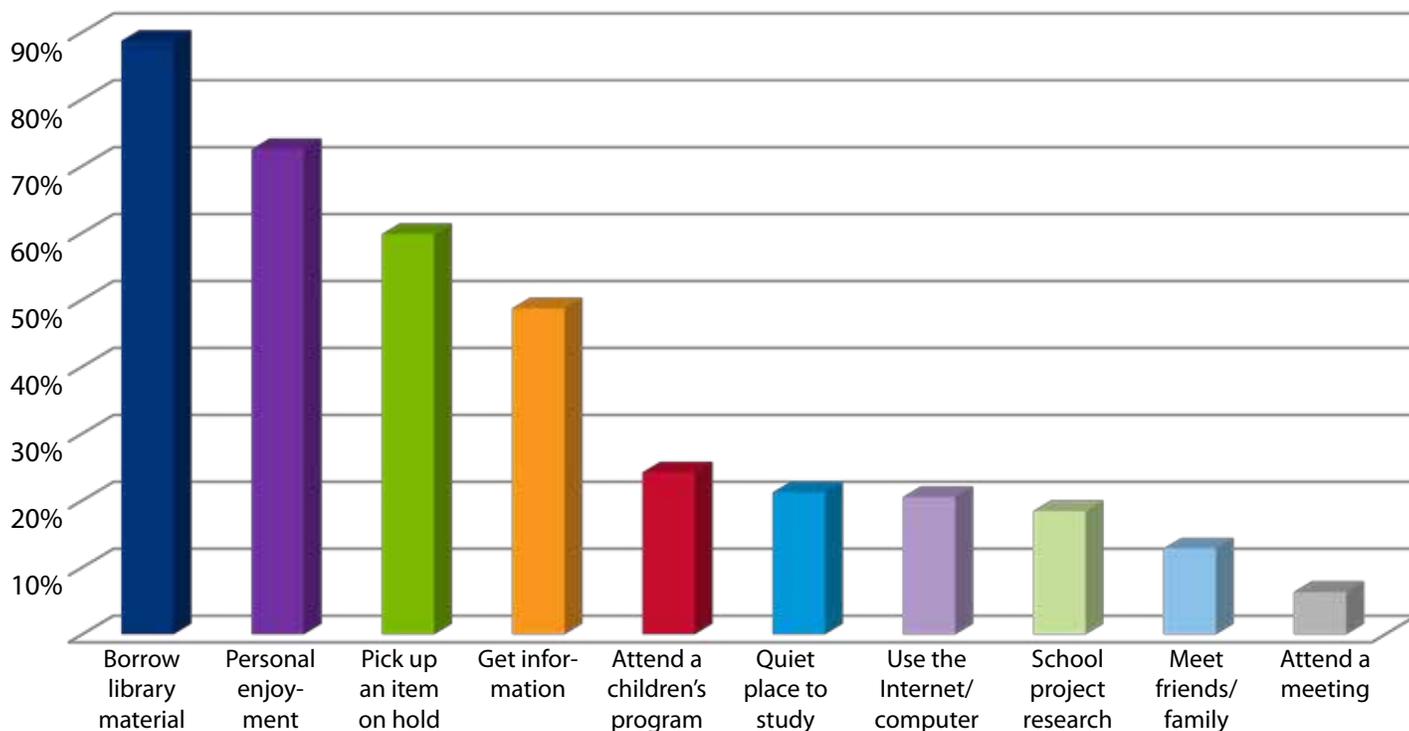


Community Survey: Summary of Top Responses

Most Important Library Function For The Community



Ways The Library is Used



Community Overview

The California State Library's 2011 report on demographic shifts includes a profile of changes in the Roseville community over the past 10 years which, in combination with information from the State Library's 2011 annual library statistical report, assisted helping plan library services to address our changing community.

Highlights of Roseville's Demographic Profile

- **Population:** Roseville's population grew by nearly 50% in the past decade, from 80,000 to 119,000, compared to the state's overall growth rate of 10%.
- **Diversity:** The predominantly white, non-Hispanic population declined 9%, from 80% of the total to 71%. The Hispanic population increased 3%, from 12% to 15%. The Asian population increased 4%, from 4% to 8%. The African American population increased 1%, from 1% to 2%. And all others increased by 1%, from 3% to 4%.
- **Age:** The age structure did not change substantially, which is in contrast to statewide aging trends. Although the number of people over age 65 increased by 37%, the share of the total population over age 65 remained constant due to similar growth in the young and working ages.
- **Income:** Median annual income in Roseville is \$74,000, which is 23% higher than the statewide median.
- **Education:** Approximately 35% of residents have a Bachelor's degree or higher, compared to 30% statewide. Only 7% of adults have not completed high school, compared with 30% statewide.

Key Statistics - Summary and Comparison with Five Area Libraries

Following is a statistical summary and comparison between Roseville Public Library and five area libraries: Sacramento County, Placer County, El Dorado County, Yolo County, and Folsom City libraries.

	Roseville	Sacramento County	Placer County	El Dorado County	Yolo County	Folsom
Population	115,781	1,313,874	190,210	182,019	145,665	71,453
Library visits per capita <i>State mean: 4.41</i>	5.03	3.18	3.42	2.30	4.72	4.60
Program attendance per capita <i>State mean: 0.21</i>	0.17	0.08	0.11	0.21	0.16	0.29
Collections per capita <i>State mean: 2.16</i>	1.63	1.50	2.03	2.07	2.33	1.60
Public computer use per capita <i>State mean: 1.00</i>	0.91	0.63	0.24	0.43	0.93	1.04

Source: *California Library Statistics 2011* (CSL report based on 2009 - 2010 data)

Strengths, Weaknesses, Opportunities & Threats

This SWOT analysis was completed by library staff, as part of our strategic planning process. It helps us determine where we stand on four key strategic areas to better determine what changes to make.

SWOT is an acronym that identifies the four critical elements of the analysis. The letters stand for strengths, weaknesses, opportunities and threats. Strengths provide an analysis our core marketable advantages. Weaknesses consider areas in which we may be at a disadvantage. Opportunities are a list of untapped areas for growth. Threats explore the external environment that could affect us and impact our services.

Strengths

- Pleasant experience, good customer service
- Emphasis on children
- Strong city management support & elected officials
- Excellent volunteer system
- Valued by the community
- Free services
- Open to all
- Exceptional programs

Weaknesses

- Resources
- Keeping up with technology advances
- Visibility
- Not enough staffing – need more because of growth
- Aging buildings/facilities/infrastructure

Opportunities

- More partnering - local businesses, other libraries, etc.
- Engaging new users
- Showcase successes and strengths
- Continue to modernize
- Find out who isn't being served
- Keeping people engaged

Threats

- Perception of some clientele, troublesome
- Economy
- Customers turning to other resources
- Competition
- Keeping people engaged
- People are extremely busy
- Budget

Roseville General Plan for Public Libraries

GOALS: PUBLIC LIBRARY SYSTEM

Goal 1 Recognize Library Services as a vital public service that contributes to the community's quality of life.

Goal 2 Provide library services and locate library facilities to adequately serve all City residents.

Policies: Public Library System Implementation Measures

- | 1. | Continue to provide a variety of library programs serving library users of all age groups. | <i>- Public Involvement</i> |
|----|---|--|
| 2. | Maintain the library in downtown Roseville as a key public service to revitalizing Downtown Roseville. | <i>- Civic Center Master Plan</i> |
| 3. | Provide libraries throughout the City to service residents within a five-mile radius of each facility. | <i>- Specific Plans
- Dedications, fees, and exactions</i> |
| 4. | Provide branch libraries to service population increments of <u>+40,000</u> | <i>- Specific Plans
- Public Involvement
- Dedications, fees, and exactions</i> |
| 5. | Plan for the clustering and connection of community facilities in neighborhood centers, including parks, libraries, and community centers. | <i>- Parks and Recreation
Comprehensive Master Plan
- Specific Plans
- Alternative Funding Sources</i> |
| 6. | Continue to partner with local school districts, businesses, community members and Placer County in the provision of high quality library services. | <i>- Intergovernmental Coordination
- California Library Services Act
- NorthNet Library System</i> |

Roseville Public Library

(916) 774-5221

Downtown Library

225 Taylor Street
Roseville, CA 95678

Maidu Library

1530 Maidu Drive
Roseville, CA 95661

Martha Riley Community Library

1501 Pleasant Grove Boulevard
Roseville, CA 95747