

**OAKLAND PUBLIC LIBRARY**  
**STRATEGIC PLANNING MEETING**  
**August 24, 2017 \* Jack London Aquatic Center**

Marilyn Snider, Facilitator—Snider and Associates (510) 531-2904  
Michelle Snider Luna, Recorder—Snider Education and Communication (510) 610-8242

**MISSION STATEMENT**

*Your Oakland Public Library empowers all people  
to explore, connect and grow.*

**VISION STATEMENT**

*The Oakland Public Library will be celebrated locally and nationally  
as an indispensable partner in transforming lives.*

**CORE VALUES**

The Oakland Public Library values...

*Diversity*

*Equity*

*Community*

*Responsive Service*

*Adaptability*

*Empowerment*

*Joy*

**THREE-YEAR GOALS**

(2016-2019 \* Not in priority order)

*Reach more people where they are*

*Improve our physical spaces*

*Increase operational efficiencies*

*Increase funding*

*Develop, retain and attract quality staff*

## **S.W.O.T. ANALYSIS**

Strengths – Weaknesses - Opportunities - Threats

### **WHAT ARE THE STRENGTHS AND ACCOMPLISHMENTS OF THE OAKLAND PUBLIC LIBRARY SINCE THE FEBRUARY 2017 STRATEGIC PLANNING RETREAT?**

Brainstormed Perceptions:

- Finalization of the circulation policy—it has been well-received by staff
- Managed the eclipse glasses distribution
- Formed an Outreach Team
- New library cards
- No fines for youth 18 and under
- We have fax and scanning services available for patrons and we're expanding them
- We're getting materials out to patrons faster
- Our delivery system has improved
- We've done more services for the homeless
- We got the Main lobby historic clock working again
- Implemented the Teacher Card
- Improved network connectivity at several locations
- We got the bike repair stations installed
- Completed several staff surveys and got feedback
- Started to make progress on how we do ordering and selection
- We were accepted into the Public Library Association Inclusive Internship Initiative
- Materials turnover rate increased
- Finalized the design of the Mobile Library
- In spite of all the challenges, we purchased a lot of things
- Implemented Oakland Promise Card pilot at Bridges Elementary
- Got \$15 million in CIP funding
- Had a collaborative effort to rename and rebrand the staff newsletter—now called The Check Out
- New storage at Main for Special Collections
- Promoted some staff members
- Hired many staff members
- Added DVDs and other media to Link Plus borrowing
- Two staff were named Library Journal “Movers and Shakers”
- Completed another budget cycle with no staff cuts
- Successfully completed performance appraisals for all but two permanent staff
- Friends of Oakland Public Library closed our purchasing gaps and allowed us to still operate
- New online form for service requests
- Purchased Collection HQ to make informed collection decisions
- Continued improvements in our collection selection and localized budget
- Have collection development guidelines for Share the Love
- Anecdotally, the daily service our staff is delivering is having a greater impact on the community and is appreciated by the public
- Chavez Branch was accepted into the Parent Innovation Institute
- Children's Services is practicing more design thinking in our program development
- Trained some staff on how to upload to the webpage

- Staff work above and beyond to serve a very stressed community
- Oakland Has Jobs Instagram account is growing
- Part-time employees are seeking permanent employment at OPL—feel supported on their career track
- We have a new Community Info Kiosk at Main
- Added three self-check machines to the system
- A lot of staff training (e.g., digital safety, fake news, writing for the web)
- Rolled out the FOPL Innovation Grants
- Implemented RFID at one location
- Created another Teen Zone at Dimond
- Set up new process for staff to request design and printing
- We added a laptop checkout kiosk at Dimond
- Renewed the lease for the Piedmont Avenue Library
- We attended more outreach events
- We expanded the Library School Scholarship
- We hired and trained 25 Library Aides
- A large number of our staff are more familiar with the OPL’s strategic plan goals and objectives
- We had another Employee/Staff Appreciation Day
- We revised the employee timesheet
- We have ads on AC Transit buses
- Added Summer Reading software for adults and used the software more successfully with children and teens
- Added a Summer Reading Program for caregivers and children under 5 years
- 11 of our libraries participated in National Night Out
- Deployed MYPC (computer software for patrons to use)
- Staff managed the Dimond overflow with no decrease in system-wide children’s programming attendance
- We did fire drills in almost every location
- We opened the remodeled Dimond Branch Library
- Formed two new teams—Racial Equity Team and Critical Response Team
- New Bike Library
- Play Café is being picked up by the State Library for replication throughout the state
- 26 staff completed their Touchpoints training and presented to all staff
- Acquired 3D printers and virtual reality equipment
- Youth Leadership Council has the highest membership it has ever had
- We had two well-attended Job Fairs
- There is better internal sharing of stories about what the staff are doing (e.g., photos)
- We get positive feedback about OPL’s brand