

OAKLAND PUBLIC LIBRARY SIX-MONTH STRATEGIC OBJECTIVES

August 24, 2017 – February 1, 2018

THREE-YEAR GOAL: <i>Reach more people where they are</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By October 1, 2017	Public Services Team (Sharon McKellar-lead)	Identify and submit to the Equal Access Office frequently used handouts (e.g., brochures, flyers) for translation into Vietnamese and Arabic.				
2. By November 15, 2017	Public Services Team (Lana Adlawan and Mana Tominaga-co-leads)	Create and present a staffing recommendation to the A Team to coordinate adult programming.				
3. By December 1, 2017	Mary Schrader, working with the Public Services Team (PST)	Create and report to the A Team a Staffing and Programming Plan for the pop-up Mobile Library.				
4. By January 1, 2018	Mary Schrader, working with Jiao Han and the PST	Propose a Technology Lending Program, including policy and support recommendations, to the A Team.				
5. By February 1, 2018	Jenera Burton, working with the PST	Create a prioritized list of specific programming based on the community survey, to reach underserved and marginalized communities.				

THREE-YEAR GOAL: *Improve our physical spaces*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 1, 2017	Jamie Turbak (lead), with Jiao Han, Gary Lee and PST	Finalize MyPC use policies and configuration to increase computer access time for patrons.				
2. By January 15, 2018	PST (Derrick DeMay-lead)	Submit purchase order requests to the A Team for all prioritized health and safety items submitted by staff to O & M.				
3. By February 1, 2018	Jamie Turbak, working with PST	Assess how to improve WiFi access at our library locations and report the results to the A Team.				
4. By February 1, 2018	Gerry Garzón and Jamie Turbak, working with the LAC and Branch Friends of OPL	Advocate with the City Admin and City Council to get our facility issues resolved.				
5. By February 1, 2018	Jiao Han (lead), Daniel Hersh and Jamie Turbak, working with City IT staff	Upgrade bandwidth for Brookfield, Elmhurst, Melrose, Montclair, Piedmont, Dimond, Temescal, Golden Gate and King branch libraries and AAMLO.				

THREE-YEAR GOAL: <i>Increase operational efficiencies</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 1, 2017	Lana Adlawan and Nina Lindsay	Create and distribute to all staff procedures for the Oakland Promise Card.				
2. By November 1, 2017	Jamie Turbak and the PST	Identify priorities in changes for collection management process and schedule implementation.				
3. By November 1, 2017	Mana Tominaga and Daniel Hersh, working with Sharon McKellar and PST	Complete the plan for demonstrating the value of OPL services.				
4. By November 1, 2017	Derrick DeMay and Jenera Burton	Implement at least two Adult Services Retreat recommendations to improve adult services programming and outreach coordination.				
5. By December 1, 2017	Mana Tominaga and Daniel Hersh (co-leads), Sharon McKellar, Jiao Han and the PST	Develop a plan to update and improve the usability of the policies and procedures section of the staff website.				
6. By December 1, 2017, contingent upon the City's Drupal 8 implementation	Jiao Han and Sharon McKellar	Review staffing, maintenance and development of public and staff websites and present recommendations to the A Team.				
7. By February 1, 2018	Nina Lindsay (lead), Sharon McKellar, all Supervising Librarians and Ellen Moyer (FOPL)	Plan and implement a Community Needs Assessment and analyze and share the results with the A Team.				

THREE-YEAR GOAL: *Increase funding*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By September 1, 2017	Sharon McKellar	Reach out to Every Library about the best way to integrate them into the ballot and campaign process.				
2. By September 15, 2017	Gerry Garzón	Hire a consultant to do data analysis, polling and community engagement around a ballot measure, offer recommendations to Gerry and draft a ballot measure for Council approval.				
3. By September 15, 2017	Gerry Garzón	Secure funding for ballot measure polling.				
4. By January 1, 2018	Gerry Garzón	Make a decision on timing of the ballot measure based on consultant deliverables and stakeholder feedback.				

THREE-YEAR GOAL: *Develop, retain and attract quality staff*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By October 1, 2017	Derrick DeMay and Mana Tominaga	Post minutes or highlights of admin level and committee meetings on the staff website, with links from the Check-Out.				
2. By December 1, 2017	Jiao Han (lead), Jamie Turbak and Crystal Ramie	Submit to Central HR a reclassification request to create library-specific qualifications or develop other options for IT staffing.				
3. By February 1, 2018	Jamie Turbak	Implement City Outlook accounts for all part-time staff and coordinate training of staff to use their accounts.				
4. By February 1, 2018	Crystal Ramie (lead) and Mana Tominaga	Identify and extend staff appreciation efforts to at least three library locations throughout Oakland (e.g., EAP brown bags).				