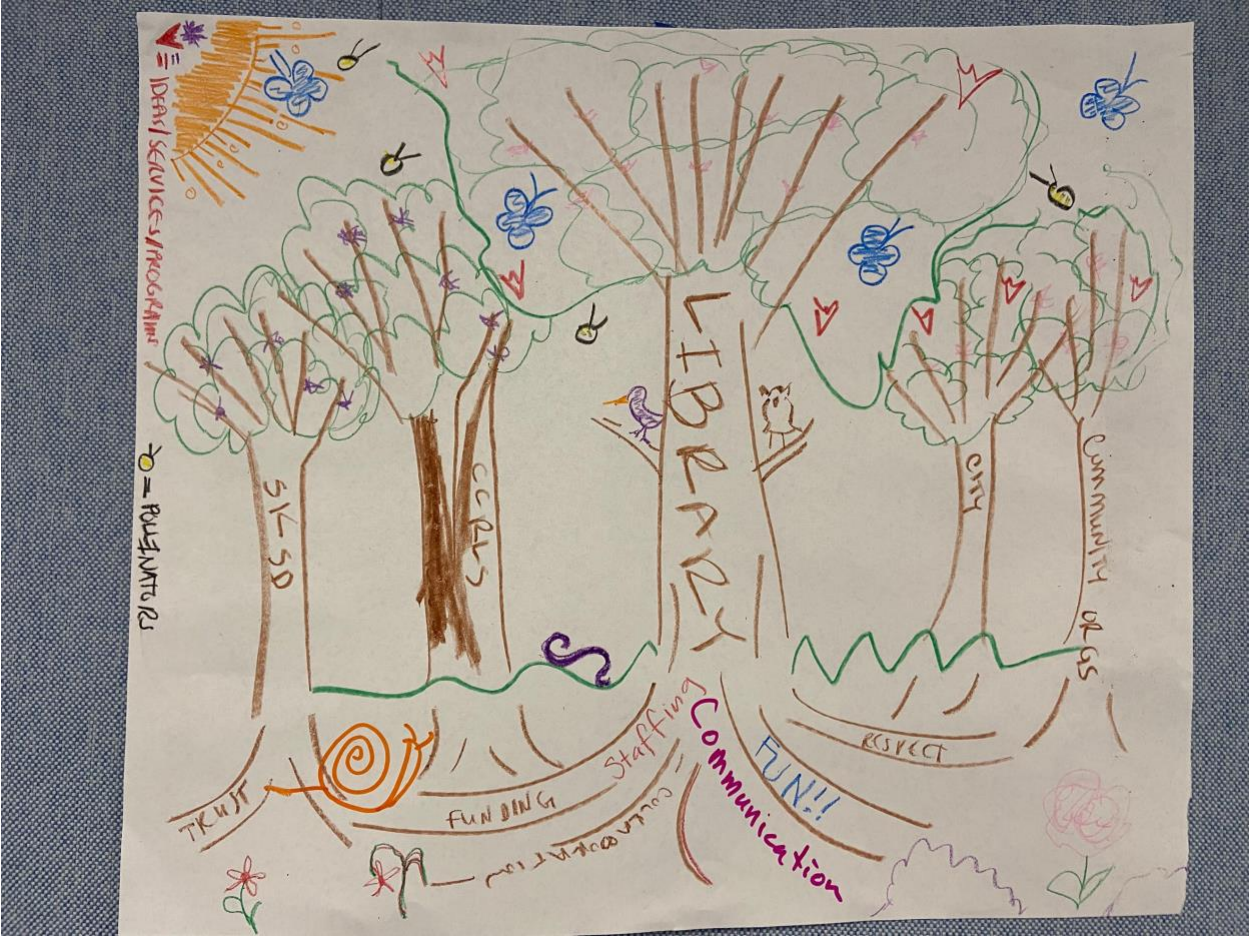


Salem Public Library Strategic Clarity Retreat
July 6, 2022





~~Stu~~
Newest Branch of SPL welcomes
local author back for ~~annual~~ ^{annual} ~~ceremonies~~ ^(ceremonies)

~~Three~~ ^{Five} years ago the ~~city of~~ Salem
passed a resolution for a library district for
the new growing city. This new financial
structure has provided ~~stable and~~ ~~growing~~
growing and sustainable resources for the
long term ~~growth and~~ ~~embarkment~~ ^{for the}
~~growth~~ ^{growth and} ~~embarkment~~ ^{embarkment} of SPL.
While programming has expanded
citywide, the most dramatic change has been
the opening of a long-awaited SPL
branch in North East Salem.

Mayor Andruanna Gardner ^{and} ^{cut the ribbon} ~~joined~~ ^{for the}
City Librarian Ken Carroll ^{for the}
opening of the new branch. ^{joined}
on stage with students from Hoover Elementary
School, ~~the city announced~~ the Salem
leaders noted the significant increase
in childhood literacy rates ^{and} ^{the} ^{the}
^{joy of discovery}



June 14, 2039

Making connections: The Salem Public Lib (Salem, OR)

All Alex Reyes needed to do to find their dream job was to ~~reach~~ reach out to their local public library.

- free internet (city)
- Paid peer mentors from active professionals
- hubs throughout the city + easily-accessible online portals

1. Stakeholders want SPL to center equity, diversity, and inclusion in all that they do.

Staff diversity & Support

- More diversity on Advisory groups
- Diverse folks in advisory & leadership roles. aka "ask them!"
- Library EDI Reading Club
- Library EDI staff group
- Library leadership needs to commit to EDI
- Library EDI group
- Good training on EDI
- Yes And back up words with Action.

Diverse literary resources

- Add to non-English collections
- Have a Spanish-language and/or Latinx author for 2024 Salem Reads Program
- Improve bibliographic description of Spanish materials
- Different language on forms

Increase access & reach diverse communities through partnerships

- Promote Salem's Diversity through Programs
- Partner w/ community orgs to develop outreach
- Collaborate w/ social service non-profits to provide service in library
- Review & avoid biased DD classification
- Also pay them if can't serve voluntarily
- Allocate extra resources (staff & time) to foster/support underserved communities
- Programs made my underrepresented communities
- Pop up Programs in neighborhoods
- Support non-profits working on diversity, equity, inclusion
- Co-locate some svc structure
- Co-locate Boys & Girls Club
- Partnering w/ existing organizations that work with underserved populations ex: PEW - Mano a mano
- City-funded on work time language/ASE classes

Staff Inclusive hiring & retention

- Retention strategies for employees of color
- Does staff make up reflect Salem's population demographics?
- Make application process easier - it's hard for folks w/o proper documentation
- Welcoming space to work for employees of color
- More staff

Community Outreach

- More listening
- Keep doing Social Justice Conversations
- Outreach Unique to marginalized communities
- More diverse & inclusive programming
- Ask how all services are accessible to marginalized groups
- Provide services that BIPOC want, not what we think they want

Technology

- Provide free WiFi throughout Salem
- wire less hot spots

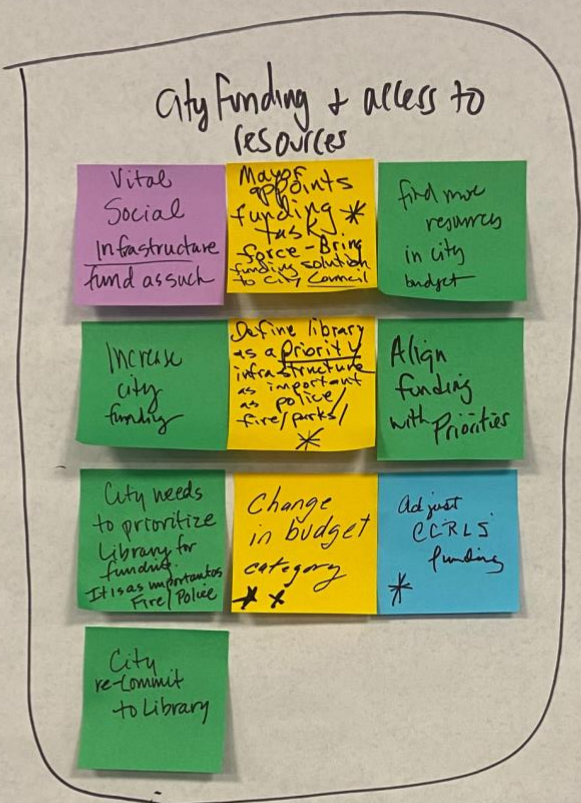
2. The Salem Community is happy with SPL and would like the library to maximize its impact and reach to as many people as possible



3. SPL cannot bring its full value to the community due to resource constraints

Hybrid Programs
 ✦
 Reallocate staff to priority services

Hire grant staff; seek external funds
 Apply for grants to sustain specific initiatives



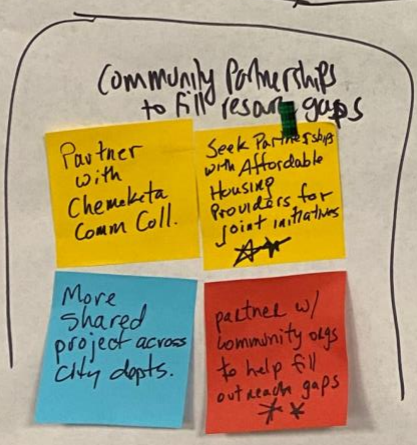
grants

COMMS

Improve communication
 Sustained Public Relations Campaign to raise profile of library and make new friends
 Marketing work to show that libraries are more than "just books" to show why we desperately need more funding

Library district/dept

social media story telling to share impacts (build community support for library district)



Library district
 Library district
 Library Needs to be own Department
 Develop 5 year Campaign for creating support for Library District

4 The community wants SPL to increase accessibility.

Staff capability + competency

Physical accessibility

- Maybe neighborhood groups could organize "field trips" to the Lib
- Get the bus service to be more functional
- Bus passes
- Partnership with Cherriot for free bus passes to the SPL
- Return bus stop to library
- Separate public transport service option to hard to access areas → library and back directly
- get Scooters in the Lib

- Cultural competency training
- Work with city + equity laws
- Staff training for any accommodations Salem residents need
- Staff who speak lots of languages
- Staff training to learn ASL
- Multi-lingual staff
- Hire more staff + have outreach plan
- culturally conscious events

Resources Reach more people

- Partner to have little libraries in communities
- Provide services away from building
- Partner with other city + community groups
- Go to Salem for Refugee Programs
- library resources @ Food share wic hubs health Dept.
- More locations to return books
- Delivery Service Books by Mail
- Cloud ILS to assist outreach
- Networks the "Little Library" Neighborhood Boxes

- change catalog to bibliocommons (way more staff/user friendly)
- Book lockers
- Improve descriptions of Spanish materials in the catalog
- Library catalog = user friendly
- Advocating and supporting targeted groups
- parent groups
- spitals (stranger times, resources)

Programs - content delivery

Partnerships + Presence

- More Branches
- Physical Patron Program Calendar Monthly
- HAVE a "Book SUGGEST" Feature
- Hybrid Programming
- Classes in general + ways to learn
- Make sure there are programs that benefit everyone
- Under-served community programming
- manage/review library language word choice on forms
- Spanish programming

- welcome tour videos of different areas & services (captioned & multi language)
- City-funded language classes
- Classes in other languages

5. There is an opportunity for SPL to engage more with the local community.

Partnerships + presence

- Regular presence of community events - like Art fair
- Be at community events
- More kid programs that take place not during holiday hours
- Story times in Schools
- Neighborhood Association outreach/programs
- Community corner table at library for non-profits to host popup info
- Collaboration w/educators and SK School Dist
- Storytimes for WIC Continuing ed
- Foster alliances with other non-profits
- Promulgate the Strat Plan to the community in all relevant languages
- translate Lib info into more languages

outreach staff

- Hire more staff to accomplish goals -> get funding to do so
- More staff
- Dedicated outreach staff
- More dedicated (outreach/program) staff

ask + listen

- Interview leaders of Latino orgs in native language about needs
- Ask people things -> listen vs talk
- Survey underserved communities what do they want from Library

ways to get resources to the people

- Extend hours & access for meetings for Neighborhood Association
- Library Locker's in community
- Books in Food Bank Boxes
- Pop up Everywhere
- Book returns in existing community spaces
- Program beyond walls of Library
- Services/programs out of the building
- Multiple vehicles of svc - in person, digital, etc
- Outreach vehicles
- offer meeting spaces to community orgs
- Mobile Outreach
- Hybrid Programs?

Resources in Spanish

- Targeted Newsletter for adults?
- Doing great work! Continue community effort
- City/Library funded educational resources for staff to learn Spanish/ASL
- Spanish Speakers
- advertising in different languages more \$\$\$

7. Strengthening and Standardizing Systems, processes, policies, and procedures would improve employees' experience and SPL's Services

Policy access + communication

Fewer channels of communication (Centralized information)

One place to keep internal policies

Welcome packet to new card holders

Guide/guide for community orgs who want to partner & who to ask? what is available?

Educate Stake holders on policy

Explain the "why" of policies more

Formal on boarding of staff

Tell staff Thank you more frequently

Meaningful staff recognition

Tell people when policies change

Policies accessible on website

Employee onboarding, training, tools

Reasonable workloads

More staff

Standard on boarding

More cross-training b/w employees and other libraries

mentoring program

Audit current systems

Onboarding system/process for new staff to be welcome

Employee Manual

Close Library for All staff day training

Update, Standardize, document, communicate, enforce, modernize

Consistent enforcement

Department Manuals

Set aside budget for training

Standardization of Procedure

Create SOPs for policies and review regularly

Bilingual Pay Differential all positions

More documentation for historical relevance and for Standard Operating Procedures

Streamline process of resource requests from City of Salem

Update + add policy as needed

Reach out for comms system support in formulating systems, etc.

SPL unique recruitment for committees of diverse groups

Challenge policies that seem silly