

WASHOE COUNTY LIBRARY SYSTEM STRATEGIC PLAN FY 2022-2025

Strategic Plan FY 2022-2025

Executive Summary

Washoe County Library System began its strategic planning process in August 2021. In creating a variety of opportunities for the public and staff to provide input we can maximize the library's resources to serve the greatest need of Washoe County.

We created an online and paper survey that received over 775 responses. We held eight strategic planning forums at most of our branches throughout the county. We provided an internal survey for staff to provide input as well as the Library Board of Trustees.

The majority of our patrons responded as well educated (41% said graduate degree or higher), mostly women (78%), and mostly white (87%). This response is typical for most library patrons. Our survey response is consistent with our user base. However, it does allow us to reflect on outreach to different communities to make sure we are hearing from everyone.

When asked how patrons use the library, the top four responses were: Picking Up Holds, Browsing for Something New, Reading, Relaxing, and Hanging Out, and Attending Library Events.

The services most important for patrons were: Open Hours, New and Popular Books and Movies, Magazines and Newspapers, Events for Seniors, and Events for Kids. This response was also consistent when patrons were asked what services they would like to see expanded. One addition was the expansion of eBooks and downloadable audiobooks from our online respondents.



WASHOE COUNTY LIBRARY SYSTEM STRATEGIC PLAN FY 2022-2025

Using the survey, forum feedback, and staff feedback, our Leadership Team met over two weeks to discuss how to translate these needs into the following:

Stimulate Imagination: Enhance the Washoe County Library System's Collection based on patron interest and proximity.

Provide Welcoming Spaces: Enhance the Washoe County Library System's Spaces through renovations, spaces, furniture, fixtures, and equipment.

Workforce Building: Provide Workforce Training and Virtual Space Opportunities for a COVID and Post-Covid Environment.

Lifelong Learning: Improve the welfare of and provide more resources for Lifelong Learners and Seniors in Washoe County.

School Support: Ensure Washoe County Library System supports in-school children to help them succeed.

Celebrate Our Diverse Community: Ensure we are serving and celebrating everyone in our community.

Promote the Library: Renew Tax Initiative and ensure the library is financially secure.

There will be a specific time action plan to accompany this document.

In engaging these initiatives, we will still maintain existing goals. Our last strategic plan had similar initiatives with Community Hub (much like Welcoming Space), Grow Young Readers (like School Support), Express Creativity (Maker Services and Technology Classes), and Know Your Community. Just like growing an orchard, a strategic plan plants the seed and allows it to grow. Once matured, we can maintain it. This next phase will plant more seeds for our library to grow and meet the needs of the citizens of Washoe County.





STRATEGIC PLAN 2022-2025

WASHOE COUNTY LIBRARY SYSTEM

Our Mission is to connect people with information, ideas, and experiences to support an enriched and engaged community, one person at a time

Our Vision is that all Washoe County residents benefit from the library's support of literacy and self-education



Washoe County Library Stimulates Imagination



Washoe County Library is a Welcoming Space



Washoe County Library Provides Workforce Building



Washoe County Library Provides School Support



Washoe County Library Provides Lifelong Learning

Stimulate Imagination:

Enhance Washoe County Library System's Collection based on patron interest and proximity.

Welcoming Spaces:

Enhance Washoe County Library System's Spaces through renovations, spaces, furniture, fixtures, and equipment.

Workforce Building:

Provide Workforce Training and Virtual Space Opportunities for a COVID and Post-Covid Environment

School Support:

Ensure Washoe County Library System supports in-school children to help them succeed.

Lifelong Learning:

Improve the welfare and provide more resources for Lifelong Learners and Seniors in Washoe County.

Washoe County Library Celebrates Our Diverse Community



Celebrate Our Diverse Community:

Ensure we are serving everyone and celebrating everyone in our community.



Washoe County Library Promotes the Library

Promote the Library:

Renew Tax Initiative and ensure the library is financially secure.



STIMULATE IMAGINATION

Goal: Enhance Washoe County Library System's Collection based on patron interest and proximity.

Source: Survey and strategic plan respondents stated that picking up holds and browsing for something new were the top two needs at the library.

Synopsis: Washoe County Library System will expand the collection based on patron need. WCLS will also identify book deserts and similar needs.

Service Team Designation: Technical Services Team, Outreach Team, Youth Services and Library Events Team, Marketing and Communications Team

Action Items: Washoe County Library System will develop the following:

- Bookmobile services in Washoe County including stops, community events, book deserts, and homebound services
- Book machine services in Washoe County in book deserts or to expand library hour availability at branches
- Review collection for: consistency of children's books at branches, graphic novel collection, Spanish language, local authors, and local history
- Book serendipity services: mystery packs, lucky day, etc.
- Book promotion: enhance KUNR On the Shelf and On the Kids Shelf, book talks on social media, find other avenues to promote books (KUNR, RGJ, etc.)
- Author Talks: find local interest for authors, local authors, and more

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PROVIDE WELCOMING SPACES

Goal: Enhance Washoe County Library System's Spaces through renovations, spaces, furniture, fixtures, and equipment.

Source: Survey and strategic plan respondents stated that reading, relaxing, and hanging out was the third highest need for the library.

Synopsis: Washoe County Library System will enhance our spaces.

Service Team Assignment: Leadership Team, Managers Team, Reference Technology Team

Action Items: Washoe County Library System will develop the following:

- Library Spaces and renovations based on funding projects:
 - Renovate Sparks Library (June 2022)
 - Renovate Northwest Reno Library (June 2022)
 - Upgrade elevator at Downtown Reno Library (June 2022)
 - Review furniture fixtures and equipment at all branches (June 2022)
- Capital Improvement Projects for Washoe County:
 - Renovate Sierra View Library (June 2023)
 - Create restroom on main floor of Downtown Reno Library (June 2025)
 - New North Valleys Library (June 2025)
 - Review branches for additional automated material handlers
- Regular training for library staff to ensure a welcoming environment for everyone:
 - Develop training calendar for various topics (customer service, diversity training, readers advisory, etc.)
 - Ensure staff are aware of all library resources and specific community resources
- TEAMS cross-training program

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WORKFORCE BUILDING

Goal: provide workforce training and virtual space opportunities for a COVID and post-Covid environment.

Source: Strategic Planning Surveys, Strategic Planning Forums, Washoe County and State of Nevada needs for workforce recovery due to COVID.

Synopsis: COVID-19 has changed the nature of the workforce. The digital divide has widened further with the need to level-up technology skills. Pre-Covid virtual meetings were a rare occasion; now they are essential. Without the skill set to compete, the community of Northern Nevada will be left behind. This initiative is also closely connected to welcoming space since it is both service and space focused.

Service Team: Reference and Technology Team, Leadership Team, Managers Team

Action Items: Washoe County Library System will help build the workforce through:

- Reviewing furniture fixture and equipment to support welcoming spaces and virtual environments
- Creating virtual office spaces
- Reviewing and expanding Northern Nevada Literacy Council (NNLC) partnership
- Reviewing Community Resource project for expansion
- Providing workforce training including virtual environments
- Providing space for workforce opportunities
- Partnering with workforce builders in Washoe County
- Expanding locations of basic computer classes (2023)
- Participating in job fairs and promoting library resources that are linked to job needs (2024, 2025)

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LIFELONG LEARNING

Goal: Improve the welfare of and provide more resources for lifelong learners and seniors in Washoe County.

Source: Strategic Planning Survey and Strategic Forum participants stated that events for Seniors was the highest priority. Most survey respondents identified as highly educated, older, white women.

Synopsis: Survey seniors in Washoe County to identify services and materials that are most essential. Provide outreach to seniors including homebound services. Build partnerships to serve seniors and lifelong learners in Washoe County.

Service Team: Reference and Technology Team, Outreach Team, and Technical Services

Action Items: Washoe County Library System will serve lifelong learners through:

- Surveying seniors to find the greatest need for services and collections
- Identifying partners to assist the greatest need of seniors and lifelong learners
- Identifying current services and expand
- Ensuring seniors stay connected digitally and have the tools and training to keep up
- Ensuring seniors stay connected with community resources so they can get access to the assistance, events, and programs they need

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SCHOOL SUPPORT

Goal: Ensure Washoe County Library System supports early learners and students of all ages to help them succeed.

Source: Strategic Planning Survey, Youth Services and Library Events Team retreat priorities, Strategic Planning Forum participants rated this as a high priority.

Synopsis: Provide a welcoming space for students to study, tutoring support, and an up-to-date and complete collection at every branch.

Service Team: Youth Services and Library Events, Technical Services, Outreach Team

Action Items: Washoe County Library System will support students by:

- Partnering with agencies that provide tutoring and student support
- Creating spaces in the library to facilitate homework help and study
- Enhance and advertise tutoring and student support online services
- Ensuring complete collections for juvenile chapter book collections at branches
- Supporting homeschool families
- Providing professional development opportunities for educators
- Ensuring every child has access to a library card upon birth
- Working to support universal pre-k programs as they are established

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CELEBRATE OUR DIVERSE COMMUNITY

Goal: Ensure we are serving and celebrating everyone in our community.

Source: Strategic Planning Forum participants and library staff rated this as a high priority.

Synopsis: Provide opportunities to include everyone in the community and ensure they are using the library and getting access to resources.

Service Team: Youth Services and Library Events, Outreach Team, Technical Services Team, Reference and Technology Team

Action Items: Washoe County Library System will:

- Continue to update our Events and Celebrations Calendar
- Plan for outreach to Indigenous Peoples in Washoe County
- Review and plan for services to monolingual Spanish speakers
- Review commitment to serving our diverse community
- Commit to ensuring and enhancing services to our vulnerable populations

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PROMOTE THE LIBRARY

Goal: Renew Tax Initiative and ensure the library is financially secure.

Source: The 1994 30-year tax will expire in 2024. Over 80% of our survey respondents are not aware Washoe County Library System is supported by this tax.

Synopsis: This tax supports library staff, collection development, technology, and library improvements. Without this tax we would face a 33% budget cut which would be devastating for service delivery.

Service Team: Marketing and Communications

Action Items: Washoe County Library System will ensure our tax renewal and fiscal security by:

- Creating an explainer of our current tax on our webpage
- Developing an awareness campaign
- Creating a communications structure to raise awareness of how patrons can donate to the Washoe County Library System and Friends of Washoe County Library
- Gaining commitment from the public and elected leaders for the tax renewal

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	PLAN	LAUNCH	REVIEW
TEAM	January-April 2022	May-October 2022	November-December 2022
OUT	Identify Book Deserts in Washoe County; Review Community Events; Develop Plan for Outreach	Attend Community Events	Review Bookmobile collection book usage, and events
OUT/ TS	Begin Development of Bookmobile; Plan Bookmobile Services and Stops; TS work with outreach team to determine and create book collection	Launch Bookmobile Services	Review Circulation usage/Review Lucky Day vs Incline Village Library collection
TS	Install Bookmachine at Incline Village Promote Bookmachine Services	Monitor Bookmachine Usage	Review Bookmachine Services
YSLE	Identify local interest, authors, partners, and determine audiences; Reach out to other libraries with successful author series; Schedule author talks for Artown or other regional events"; Create Survey to gauge interest	Launch Program	Evaluate
TS	Develop Book Promotion Plan; Find Outlets for Book promotion; Expand "suprise packs" /staff would curate a small collection; Increase Staff curatiion lists in Aspen	Launch new Book Services and promotion	Review marketing reach
TS	Ask branches to select 50 titles to have added to their branch as non-floating core titles; Focus on Childrens' books at branches, Graphic Novel Collection, Spanish Language, Nevada Authors, and Local Nevada History	Launch Collection Phase	Review collection usage/Survey staff and make adjustments based on usage



Stimulate Imagination 2023

	PLAN	LAUNCH	REVIEW
TEAM	January-April 2023	May-October 2023	November-December 2023
MARCOM/ YSLE	With representatives from MARCOM identify and invite staff from branches to expand collection marketing efforts. New team meets and brainstorms about ways to increase promotion of library collections	<p>Increase the number of staff curating book lists in Aspen</p> <p>Expand “suprise packs” into a service in which users would fill out a quick online form and staff would curate a small (up to 5 titles) collection of books.</p> <p>Create short “book talks” of adult titles to promote on social media (similar to what’s already beeing done for children and teens)</p> <p>Encourage branches to share creative book displays</p> <p>Create regular facebook book discussion</p> <p>Explore expanding collection to include things (baking pans? Eukeleles?, tools, etc)</p> <p>Expanding marketing of Spanish language materials</p>	Evaluate success of current initiatives, discuss if new initiatives should be added
TS	Investigate partnerships: Libby/Big		



Stimulate Imagination 2024-2025

	PLAN	LAUNCH	REVIEW
TEAM	January-April 2024	May-October 2024	November-December 2024
TS	Identify media sources to promote library materials (RGJ, This is Reno, etc) with the goal of writing monthly column highlighting new/interesting books	Produce Columns	Compile feedback, look at circulation trends
TS	Investigate how to make our local history resources more discoverable. Develop a list of what could be done with existing resources and create wish list of what we could do with a small budget. Identify staff member who could create social media posts or newsletter content highlighting local history and develop a schedule for posting content.	New content is shared via social media and through newsletters	Compile stats of social media reach, measure usage of local history resources.
TEAM	January-April 2025	May-October 2025	November-December 2025
TS	Investigate national trends and local use of various formats. Should we continue to circulate physical media formats	Phase out the addition of new materials in formats that we choose to no longer support. Some branches may opt out of housing some physical formats. New	Compile staff and patron feedback, provide circulation data



 Welcoming Spaces 2022

	PLAN	LAUNCH	REVIEW
TEAM	January-April 2022	May-October 2022	November-December 2022
LEAD	Review Library Spaces	Renovate Northwest Reno Library	Review usage of space
LEAD	Identify Funding for improved spaces	Renovate Sparks Library	
LEAD	Review Furniture Fixture and Equipment to Support welcoming spaces and virtual environments	Build Funding for new Furniture Fixtures and Equipment	Review needs for FFE
LEAD	Develop, dispense, and analyze staff training survey	Begin staff trainings	Review/amend staff training plan
RTT	Plan topics/scripts for future recorded staff trainings		
LEAD	Director's regular updates to staff (email/Sharepoint)		
RTT	Revisit and amend TEAMS cross-training program	Re-launch TEAMS cross-training program	
	Lit Fiber to Gerlach Project	Receive funding for Lit Fiber to Gerlach Project	Review needs/costs and process
	Review Kaiser Trust Grant to renovate Senior Center Library		



Welcoming Spaces 2023-2025

	January-April 2023	May-October 2023	November-December 2023
LEAD	Additional Smart Chutes in libraries	Identify Costs/plan to implement	Review Future needs
RTT	Develop library/dashboard of recorded	Launch on Website	Review usage
LEAD	Review Furniture Fixture and	Build Funding for new Furniture Fixtures	Review needs for FFE
LEAD	Plan for Sierra View Library Renovation	Renovate Sierra View Library	Review Usage post-renovation of Sierra View Library
LEAD	Lit Fiber to Gerlach Project	Receive funding for Lit Fiber to Gerlach Project	Review needs/costs and process
LEAD	Investigate adding one additional PT LA II to Incline Village Library to add hours	Add Hours at Incline	Review hours usage
	January-April 2024	May-October 2024	November-December 2024
RTT	Develop standardized new employee	Plan instructors, topics, venues and	Plan instructors, topics, venues and
RTT	Develop Sharepoint as a central		
LEAD	Plan for Downtown Reno Library ADA	Install ADA Restroom on main floor of	Review patron feedback for ADA restroom
LEAD	Lit Fiber to Gerlach Project	Receive funding for Lit Fiber to Gerlach	Review needs/costs and process
LEAD	Review Furniture Fixture and	Build Funding for new Furniture Fixtures	Review needs for FFE
	January-April 2025	May-October 2025	November-December 2025
RTT	Develop trainings on using Sharepoint effectively	Implement effective Sharepoint use trainings	Review Sharepoint and Office 365 classes
RTT	Develop trainings on using Office 365 effectively	Implement effective Office 365 trainings	Review Office 365 classes
LEAD	Plan for new North Valleys Library	Build new North Valleys Library	Review usage of new location and amenities of new North Valleys Library
LEAD	Lit Fiber to Gerlach Project	Receive funding for Lit Fiber to Gerlach Project	Review needs/costs and process
LEAD	Review Furniture Fixture and Equipment to Support welcoming spaces and virtual environments	Build Funding for new Furniture Fixtures and Equipment	Review needs for FFE

	PLAN	LAUNCH	REVIEW
Team	January-April 2022	May-October 2022	November-December 2022
LEAD	Review Virtual Office Space Support	Test Virtual Office Space Environments	Review Virtual Office Usage
LEAD	Review Community Resource Project for Expansion		
RTT	Promote existing meeting rooms for virtual meetings/interviews, job fairs, outside staff trainings, remote work	Funding opportunities for circulating equipment for remote work	Review Usage of space and equipment
RTT	Review NNLC partnership - identify new libraries	Launch NNLC at additional libraries	Review NNLC project
RTT	Review Community Resources project - identify new libraries	Launch Community Resources at additional libraries	Review Community Resources Project in November
RTT	Identify technology to purchase for library space for remote workforce opportunities	Develop plan for circulating Chromebooks/cameras/hotspots	Develop plan for circulating Chromebooks/cameras/hotspots
RTT	Identify potential partners for workforce building		Review Partnership
RTT	Identify ways to communicate info about existing community resources to staff	Implement community resource updates tools	Survey Staff
RTT	Work with Washoe County and ACT committee to implement ACT Work	Launch Bootcamp	Evaluate Program

Workforce Development 2023

	PLAN January-April 2023	LAUNCH May-October 2023	REVIEW November-December 2023
Team			
RTT	Purchase equipment to circulate (Chromebooks/cameras/hotspots)	Circulate Chromebooks/cameras	Evaluate Usage
RTT	Develop public survey for virtual workforce development classes	Circulate hotspots	Evaluate Usage
RTT	Expand locations of basic computer classes	Install and launch in-library virtual equipment	Evaluate Usage
	Identify technology to purchase for library space for remote workforce opportunities		Evaluate Usage
	Identify potential partners for workforce building		Review Partnership
	Identify ways to communicate info about existing community resources to staff	Implement community resource updates tools	Survey Staff

Workforce Development 2024-2025

	PLAN	LAUNCH	REVIEW
Team	January-April 2024	May-October 2024	November-December 2024
RTT	Participate in job fairs to promote library resources linked to job needs	Launch workforce development in virtual environments classes (2024)	Review class efficacy and community response (workforce development in virtual environments) (2024)
RTT	Identify technology to purchase for library space for remote workforce		Evaluate Usage
RTT	Identify potential partners for workforce building		Review Partnership
RTT	Identify ways to communicate info about existing community resources to staff	Implement community resource updates tools	Survey Staff
Team	January-April 2025	May-October 2025	November-December 2025
RTT	Identify technology to purchase for library space for remote workforce		Evaluate Usage
RTT	Identify potential partners for workforce building		Review Partnership
RTT	Identify ways to communicate info about existing community resources to staff	Implement community resource updates tools	Survey Staff

TEAM	January-April 2022	May-October 2022	November-December 2022
TS	Work with Senior Center library leadership to identify how collection could be updated/expanded to support seniors. Develop timeline for expanding senior collections.	Order materials and dispatch to SC	Report changes in SC circulation and changes in circulation of materials often preferred by seniors (large type books, digital audio books, CD Books, eBooks, etc.)
RTT	Develop tech needs survey for seniors	Distribute senior tech survey	Analyze senior tech survey
LEAD	Develop Plan to renovate Senior Center Library	Implement renovation into CIP Plan	
OUT	Create Homebound Services for Seniors	Implement Homebound Services	Review statistics, stops, and services
OUT	Obtain existing (recent) City of Sparks senior survey data	Interpret survey data and use to develop outreach plan	
OUT	Determine if WC Senior Services has conducted and compiled data from their senior survey – obtain if available	Determine if we can have questions of interest to library be included in surveys (WC)	
OUT	Connect to City of Reno senior services & initiatives	Create working document (roster) of staff liaison to outside organizations	
OUT	Outreach Team will identify existing partnerships and assign WCLS liaison to reach out and continue to develop relationships	OT develop plan for future partnerships	
OUT	Identify/define scope of outreach across the age span with emphasis on adults and seniors	Including development of mobile outreach service plan	
OUT	Create (mobile) hotspot service as part of mobile outreach service plan		

TEAM	January-April 2023	May-October 2023	November-December 2023
RTT	Identify/plan senior tech life skills classes	Implement senior tech life skill classes	Review senior tech life skill classes
RTT	Develop On the Road Tech Café		
OUT	OT will review/expand/assess partnerships annually	seek funding sources for sustainable outreach esp. Mobile outreach services	
OUT	Annually review/recommend stops for mobile outreach services	Senior frequented locations	
TEAM	January-April 2024	May-October 2024	November-December 2024
RTT	Regularly scheduled/repeat stops for One the Road Tech Café	Launch Spanish language tech classes	Review Spanish language tech classes
RTT	Offer mobile tech café services		
OUT	OT will review/expand/assess partnerships annually	seek funding sources for sustainable outreach esp. Mobile outreach services	
OUT	Annually review/recommend stops for mobile outreach services	childcare facilities	
TEAM	January-April 2025	May-October 2025	November-December 2025
OUT	OT will review/expand/assess partnerships annually	seek funding sources for sustainable outreach esp. Mobile outreach services	Review
OUT	Annually review/recommend stops for mobile outreach services	childcare facilities	Review
RTT	Offer mobile tech café services		



TEAMS	PLAN January-April 2022	LAUNCH May-October 2022	REVIEW November-December 2022
YSLE	Work with managers to identify branch needs Offer homework help Evaluate study/collaborative workspaces Review budget options Create plan for homework help based on branch needs Create plan for improving study/collaborative workspaces	Prepare to implement plan for homework help Prepare to implement plan for study/collaborative workspaces	Survey/Assess all activities; identify opportunities
YSLE	Identify agencies that provide tutoring, student support, and wraparound services; assess agencies' needs	Schedule/provide outreaches. Tours for agencies and organizations	Survey/Assess all activities; identify opportunities
YSLE	Identify agencies that serve marginalized and at-risk youth; assess agencies' needs Schedule and provide outreaches and tours for previously identified agencies and organizations	Schedule/provide outreaches. Tours for agencies and organizations	Survey/Assess all activities; identify opportunities
YSLE	Plan content for outreaches and tours to identified agencies and organizations; include a feedback tool/survey as component	Schedule and deliver presentations and outreaches as able	Survey/Assess all activities; identify opportunities



	PLAN	LAUNCH	REVIEW
TEAMS	January-April 2022	May-October 2022	November-December 2022
	Identify professional development requirements for educators (e.g., requirements for continuing education units); Work with NV Department of Ed to determine if WCLS can provide can offer professional development credit to educators	Plan and create content for presentations and outreaches to educators based on setting or platform; determine best delivery method (e.g., virtual or in-person; recorded or live); develop feedback tool/survey as a component	Survey/Assess all activities; identify opportunities
YSLE	Identify regular professional development settings, events, and platforms (e.g., WCSD’s Professional Growth Systems, Professional Learning Communities, Professional Development Days, Social Studies Symposium; NV Reading Week Conference; NMA Educator Night; create calendar of professional development events		
	Identify what needs to be in newborn kit (wish list)	Create budget—funding sources/grants/sponsorship	Survey/Assess all activities; identify opportunities
YSLE	<ul style="list-style-type: none"> •Identify tools to reach young families •Communicate with potential partners Library Cards - data collection and sharing Reach out to other libraries that have successful baby reach projects Research partnering organizations (hospitals/pediatricians)		

School Support 2023



	PLAN	LAUNCH	REVIEW
TEAMS	January-April 2023	May-October 2023	November-December 2023
YSLE	In coordination with YSLE and RTT look at existing electronic subscriptions that support school students.	Possible database changes for FY 2024 as funding is available	Review usage
YSLE	Develop marketing calendar to promote databases to students at time of need (ACT test prep in line with district testing calendar, AP test prep prior to spring AP exams, etc.)		
YSLE	YSLE Plan outreach to additional agencies	Launch Additional Tools	Review and survey population
YSLE	Implement plan for homework help - phased plan	Implement plan for study/collaborative workspaces - phased plan	Evaluate homework help plan - ongoing Evaluate study/collaborative workspace plan - ongoing
YSLE	Continue Homeschool Support		Review support/survey population
YSLE	Continue to identify and verify professional development settings, events, and platforms to broaden reach	Schedule and deliver presentations and outreaches	Use surveys to assess all presentations and outreaches; edit, update, or amend content presented as needed based on surveys, feedback, and experience in
YSLE	Schedule and deliver presentations and outreaches		
YSLE	Continue to support and define newborn kits		Review program usage

	PLAN	LAUNCH	REVIEW
TEAMS	January-April 2024	May-October 2024	November-December 2024
YSLE	YSLE Plan outreach to additional agencies	Launch Additional Tools	Review and survey population
YSLE	Implement plan for homework help - phased plan	Implement plan for study/collaborative workspaces - phased plan	Evaluate homework help plan - ongoing Evaluate study/collaborative workspace plan - ongoing
YSLE	Continue Homeschool Support		Review support/survey population
YSLE	Continue to identify and verify professional development settings, events, and platforms to broaden reach	Schedule and deliver presentations and outreaches	Use surveys to assess all presentations and outreaches; edit, update, or amend content presented as needed based on surveys, feedback, and experience in delivery
YSLE	Schedule and deliver presentations and outreaches		
YSLE	Continue to support and define newborn kits		Review program usage
Months	January-April 2025	May-October 2025	November-December 2025
YSLE	YSLE Plan outreach to additional agencies	Launch Additional Tools	Review and survey population
YSLE	Implement plan for homework help - phased plan	Implement plan for study/collaborative workspaces - phased plan	Evaluate homework help plan - ongoing Evaluate study/collaborative workspace plan - ongoing
YSLE	Continue Homeschool Support		Review support/survey population
YSLE	Continue to identify and verify professional development settings, events, and platforms to broaden reach	Schedule and deliver presentations and outreaches	Continue to assess based on feedback
YSLE	Schedule and deliver presentations and outreaches		
YSLE	Continue to support and define newborn kits		Review program usage



Diverse Communities 2022

	PLAN	LAUNCH	REVIEW
TEAM	January-April 2022	May-October 2022	November-December 2022
	<p>Identify current relationships between staff and groups/organizations that serve diverse populations in our community; create a directory of these entities</p> <p>Research best practices/guidelines to advance diversity, equity, and inclusivity in library programs, events,</p>	<p>Develop needs assessment for diverse groups and organizations in our community; disseminate needs assessment</p> <p>Develop WCLS best practices/guidelines to advance diversity, equity, and inclusivity in library programs, events, and story times</p>	<p>Review needs assessments and identify goals to meet needs and desires of our diverse communities (e.g., brainstorm potential collaborations, programs, panel discussions, resources)</p>
	<p>Perform Diversity Audit of Collection</p>	<p>Work with Baker and Taylor to develop plan and timeline for Diversity Audit of Collection/Export our holding for Baker & Taylor to audit collection.</p>	<p>Share finding of audit with leadership and develop priorities and timeline for diversifying our collection.</p>
	<p>Working with SV staff, expand their holding of Spanish Language materials. Explore how to reach a wider Monolingual Spanish audience.</p>	<p>Continue to identify Spanish materials that have gotten “stuck” at other branches and pull them in to Sierra View to create a larger central collection (while still maintaining a smaller, fresh collection of materials in all branches).</p>	<p>Track circulation of Spanish language materials. Identify which types of materials circulate best.</p>
	<p>Invite UNR Equity and Diversity department member for diversity training</p> <p>Identify, develop, and activate ad hoc for planning 2023 calendar guidelines for developing calendar</p> <p>Research WCLS/UNR recognized events and celebrations</p> <p>Assess WCLS Events & Celebration calendar for 2022</p> <p>Plan, finalize, and adopt 2023 Events and Celebration calendar</p>	<p>Assess and review WCLS Events & Celebrations calendar - ongoing</p>	<p>Plan diversity training for YSLE Team - January 2023</p>



Diverse Communities 2023-2024

TEAM	January-April 2023	May-October 2023	November-December 2023
	Identify instructors, topics, venues for Spanish language tech classes		
	Tech instruction on the road - vulnerable populations		
	Diversity training Identify, develop, and activate ad hoc for planning 2024 calendar Review guidelines for developing calendar; Research other organizations recognized events and celebrations Assess WCLS Events & Celebration calendar for 2023 Plan, finalize, and adopt 2024 Events and Celebration calendar	Assess and review WCLS Events & Celebrations calendar - ongoing	Plan diversity training for YSLE Team - January 2024
TEAM	January-April 2024	May-October 2024	November-December 2024
	Identify instructors, topics, venues for Spanish language tech classes	Launch workforce development in virtual environments classes	Review virtual workforce development classes
	Diversity training Identify, develop, and activate ad hoc for planning 2024 calendar Review guidelines for developing calendar; Research other organizations recognized events and celebrations Assess WCLS Events & Celebration calendar for 2023 Plan, finalize, and adopt 2024 Events and Celebrations calendar	Assess and review WCLS Events & Celebrations calendar - ongoing	Plan diversity training for YSLE Team - January 2024



TEAM	January-April 2022	May-October 2022	November-December 2022
MARCOM	Research, develop, and create messaging & graphics for tax initiative marketing		
MARCOM	Create landing page on website for tax initiative information	Create and distribute trifolds, posters, etc. to stakeholders	Survey to gauge how the needle has moved
MARCOM	Inform FWCL about coming tax initiative and solicit feedback		Work with FWCL to develop coordinated marketing of voting campaign
MARCOM	Investigate consulting firms to help with tax initiative	Create timeline to pass initiative	Review engagement with tax initiative collateral
MARCOM	Identify Local Officials to raise awareness of Tax Initiative	Promote to local officials	Identify Local Official Champions
TEAM	January-April 2023	May-October 2023	November-December 2023
MARCOM	Reworking messaging based on survey results & update all collateral	Continue to distribute collateral	Survey again
MARCOM		Targeted outreach efforts	Continue targeted outreach
MARCOM	Continue to raise awareness of tax initiative	Specific marketing from FWCL in support of tax initiative	Launch FWCL voting campaign
TEAM	January-April 2024	May-October 2024	November-December 2024
MARCOM	Increased awareness push: press releases, special newsletters,	Work with Friends to refine and increase messaging about the initiative	Library Tax Initiative Passes
MARCOM	Increase specific content on website		
MARCOM	Continue to raise awareness of tax initiative	Targeted outreach efforts	Continue targeted outreach
TEAM	January-April 2025	May-October 2025	November-December 2025
MARCOM	Continue to raise awareness of library value	Document Expenditures to demonstrate value	Review survey data