



YOUR LIBRARY
SPARKS SUCCESS
FOR PIERCE COUNTY

2020
STRATEGIC
PLAN



**Pierce County
Library System**

Information & Imagination

In 2020, we are learning that plans are meant to change! As the Pierce County Library System was preparing this document, the world and our communities were changing in response to the novel coronavirus pandemic 2019 (COVID-19). In response, the Library changed to provide library services our communities need and value, and in this case, during a pandemic.

With library buildings closed under the Washington State Governor's Stay Home, Stay Healthy order, we pivoted to help people by phone, email and online. We also bolstered our online services with more e-books, downloadable audiobooks and online learning resources to support parents-turned teachers. Our staff created videos and offered classes and events online. We also delivered library resources to food sites at local schools and Centro Latino.

2020 marks the Pierce County Library's second year operating with funding from a restored levy approved by voters in 2018. With the public's investment, the Library System continues to support residents' growth and curiosity, offer excellent reading choices, and work to connect and strengthen growing and changing communities, even during a pandemic.

As our communities move through and forward from this devastating public health emergency and the resulting economic crisis, we are committed to assuring your investment in the Library provides services to best help our communities as they change and recover.

While many people are experiencing uncertainty, the Library is here for you with access to free learning, enjoyment and community resources. These high-quality services save you money.

Now more than ever, Library staff is here for you, with trusted and reliable resources to help as we all navigate these difficult times and forge new paths. The Library is here; to support our communities to thrive again as we all look optimistically toward the future.

Thank you for the privilege to support your learning, enjoyment and community every day!



Daren Jones
Chair, Board of Trustees



LEARNING...inspire lifelong learning

- Support for your growth and curiosity.
- Prepare preschoolers, babies and toddlers to learn.
- Support school and career success.
- Strengthen your practical skills and knowledge, so you can navigate the real world and meet your goals.

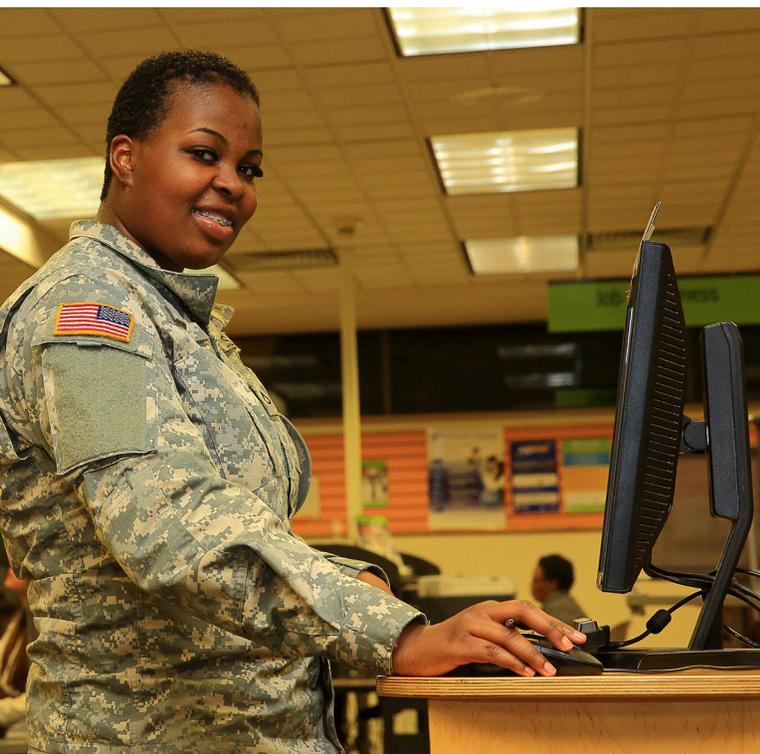
Overview of some of 2020 services:

Add Move to Learn, a collaborative project with Pierce County Project Child Success and associated early learning partners, to the popular early learning Play to Learn project, along with Paint to Learn and Cook to Learn. Children, ages 0-5, and their caregivers will move, dance and learn, which combined support literacy learning, reading and thinking.



Expand STEAM – Science, Technology, Engineering, Art and Math – activities, which have proven to build critical problem solving and adaptability skills, including frustration resilience. These activities use STEAM components to provide learning opportunities in an away-from-school safe environment where people can experiment, learn and grow.

Activate technology for elementary students with coding backpacks as part of the Library's Science to Go service. Inspire young minds with Mobile Maker cart programs filled with hands-on, minds-on projects to enhance student learning and creativity.



Help people find and get jobs in response to the economic fallout from the pandemic, resulting in approximately 80,000 people seeking employment in Pierce County. The Library's **Get Hired** services help people create resumes, prepare for interviews and improve their technology skills.



ENJOYMENT...foster the love of reading

- Help you enjoy your free time.
- Inspire imagination through an extensive and diverse selection of books, movies and other materials.
- Foster your love of reading.
- Create opportunities for you to discover new interests and pursue passions.

Overview of some of 2020 services:

Get e-books and other materials to you faster. Currently, it takes weeks to get new e-books, movies and other materials onto library shelves and online and into your hands. The Library is creating a process to get those items to you in days.

Added more e-books and online audiobooks in response to the significant demand while library buildings were closed, resulting in a 58% increase in new online customers and a 21% increase in online checkouts in March and April 2020, compared with March and April 2019.

Expand international/world language choices of books to reflect the interests and needs of diverse communities.

Engage residents with **Poetry in the Park** featuring signs with selected poems in parks in Pierce County, to inspire curiosity through reading, writing and nature. The Library System collaborates with the Tahoma Audubon Society and libraries in the region for this program.

Reinventing Summer Reading as primarily an online experience for all ages and grab and go activity kits for people to pick up from a library and take home to make and keep. Excite people of all ages in the Summer Reading program to foster reading for enjoyment. For students, the program also helps keep kids reading all year long so they return to school ready to learn.





COMMUNITY...engaging with residents

- Connect and strengthen your communities.
- Bring people together around shared interests and activities.
- Activate Pierce County communities with welcoming, inclusive civic buildings and online spaces.
- Connect you with information and community resources to help you navigate life's challenges.

Overview of some of 2020 services

As a Strategic Direction, **determine how people want to use the library** buildings and online spaces today and tomorrow, with a significant pivot to online services during the pandemic.

As a Strategic Direction, **study the needs of individuals and families who are asset limited**, which in 2019 showed at least 30% of Pierce County households earning income less than the amount needed to meet basic household needs. Also, the Library plans to develop a multi-year plan attending to public and staff support needed to advance racial equity work in the Library. Based upon understanding the needs, create and identify library services.

Take Summer Reading on the Road to children in low-income neighborhoods and with limited access to books and reading in the summer months.



Core Services

These Core Services are the Pierce County Library System's commitment to you.



MATERIALS

Offer books and resources you want, need and value.



STAFF

Connects you to the right resource at the right time.



SPACES

Welcoming spaces for everyone in our community.



TECHNOLOGY

Meet your needs with today's technology.



PARTNERSHIPS

Collaborate with others to best serve you.



CLASSES & EVENTS

Provide skill-building classes and engaging events.



BUSINESS PROCESSES

Invest in sound and sustainable operations.





Overview of some of 2020 services:

Offer curbside pick-up for books, movies and printing to library printers.

Grow a workplace reflecting the community the Library System serves.

Update technology for public use, including our youngest visitors, with modern software and offer mobile printing to create easy access to needed services.

Build an engaging, modern website, resulting in high-quality public experiences.

Update the Parkland/Spanaway Pierce County Library physical spaces. Create a welcoming space in the Parkland/Spanaway Library for the public to use and enjoy, and, in particular, clearly define an area for teenagers.



Guiding Principles

We are creative, community-focused, and system strong. We pledge to:

Be true to our communities by listening and responding to what is important to you.

- Innovate strategically by finding inventive ways to serve you.
- Provide access for all by serving everyone with the same degree of interest and respect.
- Deliver convenience by making resources accessible and easy to use.
- Play the right role by using our strengths as a library to get results and to support our community partners.
- Be financially sustainable by responsibly managing your public resources for today and tomorrow.

