

**AC LIBRARY'S 2019-2024**

# **Strategic Plan**

**In the fall of 2018, we invited people throughout Alameda County to share their hopes, dreams, and desires for their families, communities, and the future of our library.**

**To capture feedback, we:**

- **Hosted ten Community Conversation Workshops at each of our ten libraries**
- **Participated in community events to reach non-library members**
- **Encouraged both library members and non-library members to take our Community Survey, which was available in English, Chinese, and Spanish**

**Thank you! Your feedback has shaped the heart of the library's new five-year strategic plan and sets a new path forward for our library!**

Your feedback through Community Conversation Workshops and the Community Survey provided valuable insight into the ways that we can play a role in shaping your communities' futures.

**Five main areas of opportunity emerged through Community Conversation Workshops.**

**Life Long Learning, including:**

- Developing skills in critical thinking, emotional and cultural Intelligence
- Supporting a maker mentality for creative problem solving
- Encouraging healthy living and mindfulness

1

**Preparing Youth for the Future, including:**

- Supporting early childhood literacy and kindergarten readiness
- Providing support networks for kids and families
- Offering volunteerism and service learning opportunities

2

**Diversity, Equity & Inclusion, including:**

- Embracing all kinds of diversity
- Creating welcoming spaces where everyone feels like they belong
- Providing people with opportunities, resources, networks, and supports based on where they are and want to go

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**Leadership, including:**

- Developing leaders across all ages and life-stages
- Supporting leadership at all levels to increase philanthropy by citizens and residents
- Leading collaborative efforts to solve community issues

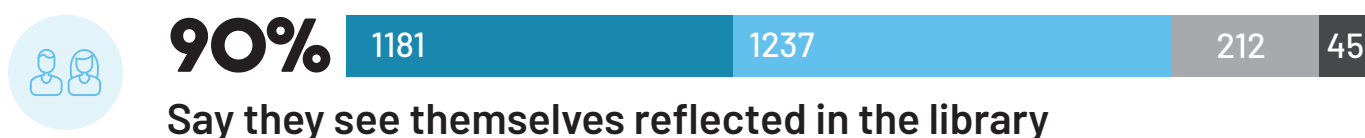
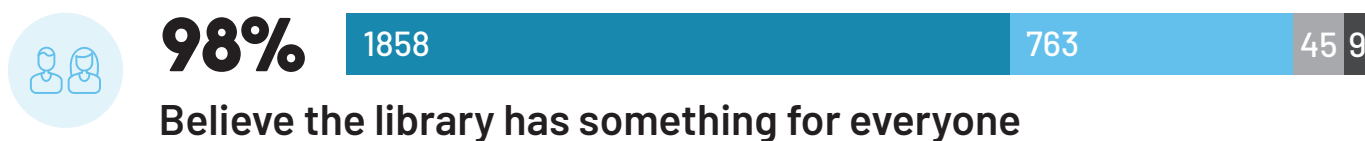
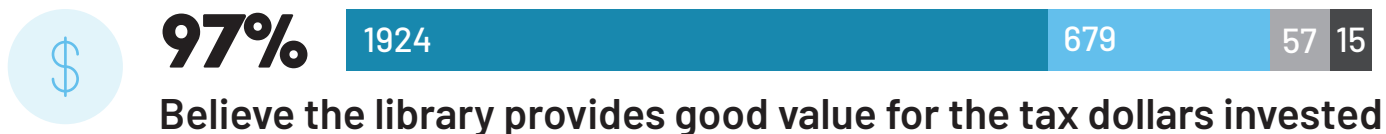
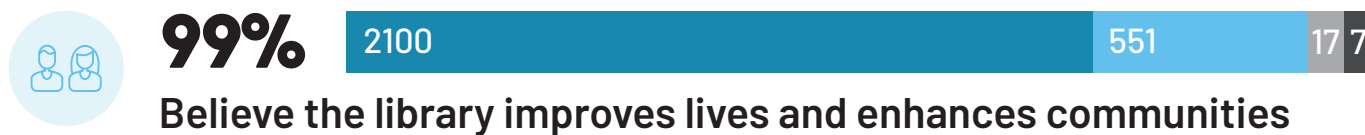
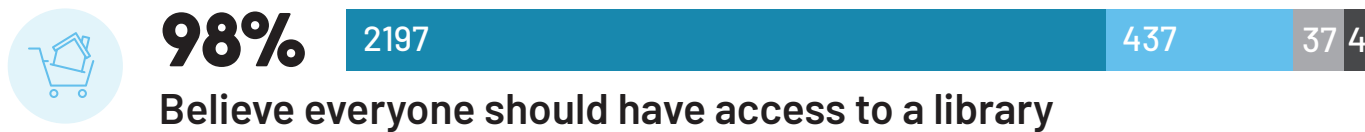
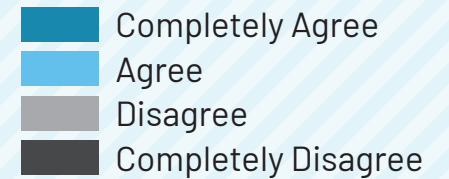
4

**Livable Communities, including:**

- Housing that is affordable and available
- Education and employment opportunities for economic stability
- Comfortable, welcoming, and safe neighborhoods

5

# This is how you rated your beliefs about the library and the role it plays in your communities.



**Thanks to your feedback, we developed new mission and vision statements and four strategic areas of exploration.**

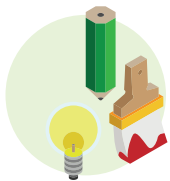
## **OUR MISSION:**

We Grow Learners, Break Barriers, Build Futures.

## **OUR VISION:**

Kind, Connected Humans

## **OUR FOUR STRATEGIC AREAS OF EXPLORATION:**



### **Innovation and Cultivation**

Innovation is the ability of humans to continuously create their desired future. Innovation is something innate to all people, it is about creation, and it is about cultivating a better future—however each person defines that.



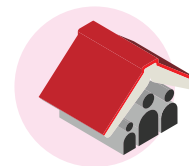
### **Civic Participation**

Community is built on the connection between individuals, public institutions, and local organizations. Engaged and informed decision-making requires ongoing communication...and we need everyone's voices. Widespread, active participation in civic life makes everyone safer and stronger.



### **Justice, Equity, Diversity & Inclusion**

Equity is a recognition that not everyone has been afforded the same resources, and a commitment to work to remedy this fact. Authentic equality requires conscientious and intentional acts of equity, diversity and inclusion. At AC Library, we commit to honest conversations, and adapting and changing as individuals and as an organization.



### **Healthy Families, Healthy Homes**

Life successes are connected to healthy homes, family support, and kind, connected communities. The path to success starts in infancy and grows throughout a person's life. Access to secure housing and food, early childhood education, and family literacy build the foundation for a healthy world.

# Community Survey Results

Here's what you told us about what you would like to be called as a person who uses the library, how and why you use the library, and how we're doing. Please note that although there was a total of 3,224 participants who took the survey, some questions were skipped by survey-takers.



**3224**

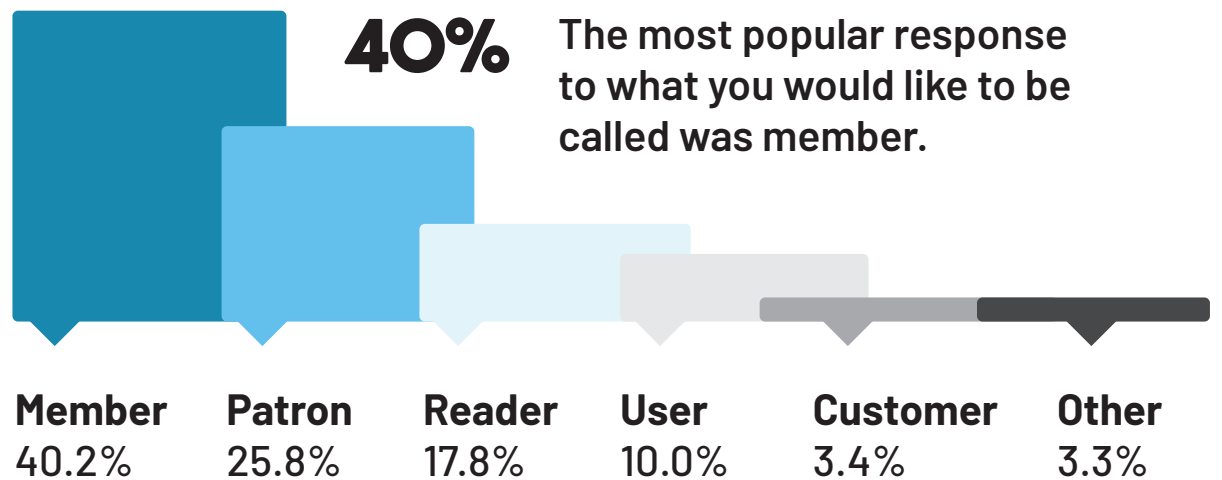
Participants took the survey

**3075**

Library users

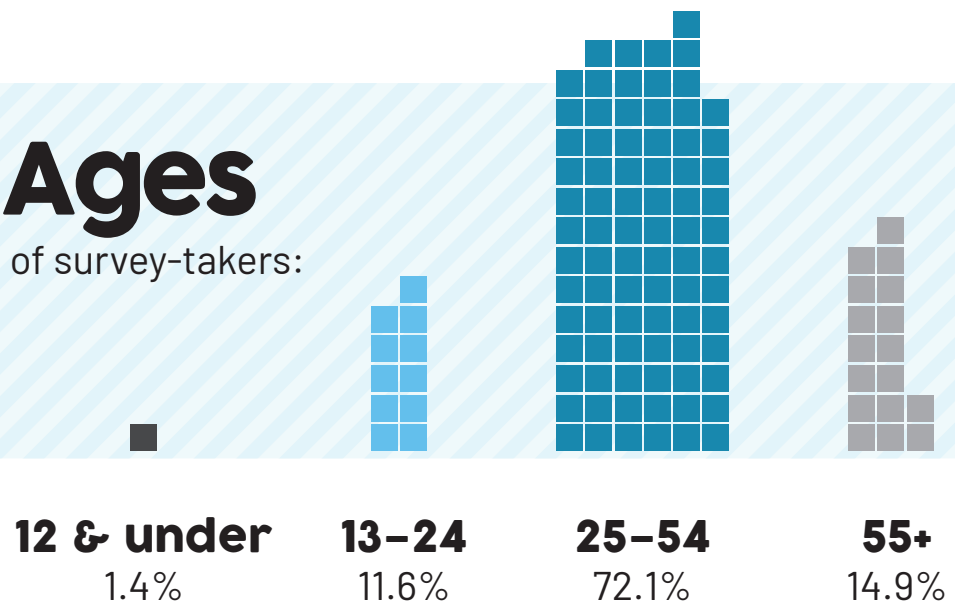
**149**

Non-library users



## Ages

of survey-takers:



## How Do You Use The Library?



**96.9%**

Visit the library in-person



**73.3%**

Use the library website



**9.4%**

Use library services in their community through the bookmobile or other locations

# Why Do You Use The Library?



**89.7%**  
I use the library to borrow books and other materials.



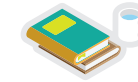
**33.2%**  
I use the library to learn new things.



**30.9%**  
I use the library to take my children to classes or programs.

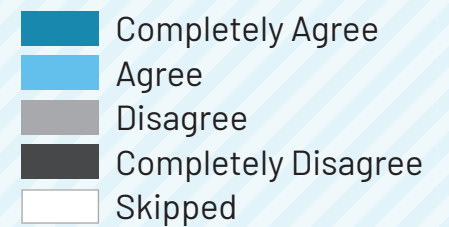


**30%**  
I use the library to download eBooks, eMagazines, and eAudiobooks.



**25.8%**  
I use the library because it's a quiet place to read.

# How Would You Rate AC Library In The Following Areas?



**98%** 1814 786 41 7 27  
Say it's easy to borrow library materials



**96%** 1565 1004 66 14 26  
Say that libraries are welcoming spaces



**96%** 1560 1000 42 13 60  
Say that library staff are helpful



**94%** 1504 1028 72 17 54  
Say library staff are approachable



**92%**

1559

907

76

8

125

Say it's easy to request library materials



**91%**

1321

1126

179

28

21

Say the libraries are clean



**86%**

968

1338

247

28

94

Say the library website is easy to use



**76%**

901

1121

249

23

381

Say it's easy to use the library's online materials



**38%**

469

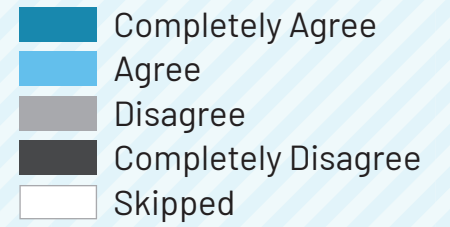
528

166

40

1472

Say it's convenient and easy to print at the library



# You Spoke, We Listened

In response to your feedback, this is what we've done and are doing to improve in the areas where we scored the lowest.

## You asked for a more user-friendly catalog.

We're happy to announce that we have a new online library catalog that makes it easier to search, borrow, and find the titles you are looking for. It also offers some exciting features to connect with a community of readers online! You can post comments, rate books, create reading lists, and find reading recommendations from others.



## You said that it's difficult to print at our libraries.

We are working to create a new computer environment that will make printing easier at our libraries. We'll be piloting a new printing system starting at San Lorenzo when libraries reopen and it will be available at all libraries in 2021.



# What's Next: New Visual Identity & Community Relations Plan

Many of you said that the value of the library goes far beyond books. Your perceptions about the value of the library reflect the need for a new visual identity and community relations plan. We will be developing a new logo and marketing strategies that work in tandem to strengthen our identity and connections with the communities we serve and to reach families and communities who are unaware of the role we can play in their lives. Stay tuned to learn about how you can participate in shaping our new visual identity and community relations plan.