

Strategic Planning Process

2023



SHERWOOD
PUBLIC LIBRARY



A note from the Library Manager

We have launched a new strategic planning process with a renewed focus on community engagement, building relationships, and inclusive representation from our community and stakeholders. We are building a dynamic plan to guide priorities over the next few years, allow us to stay nimble, and meet the needs of the community within our budget.

As a public library, we have a duty to seek robust public input to guide community-driven priorities. Today's library is about more than reading. We offer life-long learning and the power of public libraries to transform lives. We are working to include more voices and reduce barriers to civic engagement and library services.

Thank you to the Cultural Coalition of Washington County and Oregon Trust for a grant for \$2000 toward this process.

Working together,

Adrienne Doman Calkins
Library Manager, MLIS

"Today's library is about more than reading. We offer life-long learning and the power of public libraries to transform lives."



Our values

As part of our strategic planning process, we have revisited and refreshed our evolving values. Our core values inform our work and guide our decisions.

Equity, Accessibility, Inclusion, and Belonging

We are dedicated to doing the work of making the library truly for everyone.

Free & Open Access

We are excited to provide a world of information and resources for life-long learning.

Responsiveness & Learning

We are committed to seeking community input, learning new skills, and cultivating an atmosphere of creativity, curiosity, and ingenuity.

Safety & Empowerment

We want everyone to feel safe, valued, and seen. We encourage participation and civic engagement. We want all of us to feel respected, welcomed, and to thrive.

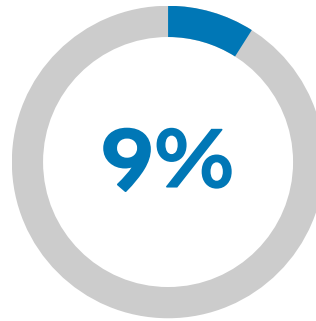


About our community

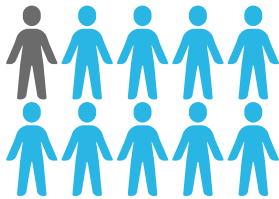
Sherwood is a part of the Portland Metro region, nestled in southern Washington County, Oregon, with **20,450 people**.



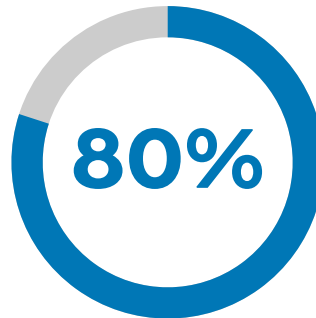
1 in 5 people identify as either a race other than White, or two or more races



Speak a language other than English



1 in 10 people identify as Hispanic or Latino



Adults over age 25 who have completed at least some college

Source: 2020 Census



Our library serves the broader rural Sherwood area, too.

Our total service area encompasses nearly 25,000 people, stretching from the borders with Yamhill and Clackamas Counties to Tualatin, past SW Sherwood-Scholls Road and to Hwy 219.

More demographics



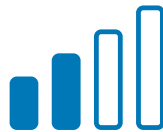
Median household income
\$103,512



The average Sherwood
home value **\$636,211**



Renter-occupied
housing **23%**



Households without
broadband **8.8%**



People below the
poverty level **3.8%**



School age children
5,242

- 4,868 students enrolled in the Sherwood School District
- 11% of students are Hispanic/Latino, 4% are Asian, 77% of students are White
- 92% of teachers are White
- 7% of SSD students are English Learners
- 53 languages are spoken at home
- 11% of students have a disability
- 11% receive free/reduced price lunch

Sources: 2020 Census, Zillow (5/2023), Edge Assessment 2022 for Sherwood Public Library, Oregon Department of Education

Mapping our community

An interactive mapping activity we hosted during National Library Week taught us a lot about the diversity of our community. We transferred the pins on actual bulletin boards to this simplified map.

Thank you to our patrons and visitors who participated.



Red pins: "Where I live" 
Black pins: "Where I'm from" 

NLW OPEN HOUSE--COMMUNITY MAPPING
APRIL 27-JUNE 11, 2023

Geographic areas represented: nearly every state in the USA, Canada, Mexico, Central America, South America, Europe, Africa, Middle East, Asia, Australia, New Zealand, and Greenland.

We are delighted and honored to host you as our patrons and visitors.

About our library

The Mission of Sherwood Public Library is to inspire discovery, enrich lives and build community through equitable access to life-long learning.

Sherwood Public Library is a department of the City of Sherwood and a proud member library of Washington County Cooperative Library Services (WCCLS). We are supported by local tax payers' dollars. Voters approved the most recent WCCLS levy in 2020 with a 69% approval rating. The levy supplements general fund dollars from the County and the City.

As a member of WCCLS, Sherwood Public Library provides access to **1.7 million items** –including e-books and digital audiobooks, streaming video, and online learning resources from across 16 member library locations and through WCCLS.

Find out more at wccls.org.





Key metrics @ Sherwood Public Library



Annual checkouts
414,000



Value of annual checkouts
\$9M



Annual visits
159,000



Library cards registered at our library
16,000



53,000

Items to borrow in our local collection of books, movies, music, magazines, Library of Things, and more.



Our collection includes Spanish, Mandarin Chinese, Japanese, and French books. Materials in over 60 languages are available through WCCLS and member libraries.

Translation and interpretation services in 20 languages are available through WCCLS.

More than just books...



5,200+

Staff-provided services per year: Tech help appointments, reference and readers' advisory, social services referrals, 3D printing, and test proctoring.

9000+

Uses of public internet stations per year.



350+

Events and classes for all ages per year, including storytimes, bookclubs, writing workshops, computer classes, citizenship classes, summer reading, STEM activities, cultural events, TeenLAB, and more.

17,000+

Annual participants in events & classes



44

Partnerships with local, regional, and national groups that expand our impact and reach

Measuring our work

Assessments, outcomes, and qualitative data are just as important to us as statistics.

Library assessments are tools that help us to measure and analyze our services, facility, accessibility, and more. We use assessments regularly to guide our goals and decisions. A few recent examples include:

- Oregon Library Association Public Library Standards help us measure our facility, services, collection, governance, technology, and long-term planning.
- An accessibility & trauma-informed walkthrough report.
- A diversity audit of our print collection.
- Edge Assessment--measuring digital equity for our public-facing technology.
- Library Surveys--getting feedback from our library patrons and non-users.
- Project Outcome--measuring the impact of our library programs.
- Connections Report--an annual list highlighting the various local, regional, and national partnerships we foster.
- Service Stories--we love to collect stories about how Sherwood Public Library makes a positive impact in our community.



Find out more at sherwoodoregon.gov/library/assessments

"We are super grateful for our Sherwood library and its dedicated, creative, and kind staff members."

"Your selection is amazing. The layout, accessibility is wonderful. It's a very inviting space!"

"I love the presence of the Library right in Old Town. It is a beautiful space and a real asset to our Sherwood community."

"You have so many resources available, staff is efficient and kind, and you guys stay aware of community needs."

"The library is our favorite public facility."

--Survey responses

Our strategic past

2017–2019 **First library strategic plan**

Robust textbook process with input from community forums, library staff, and the Library Advisory Board. We successfully completed over 90% of the objectives we set out to accomplish.

2020–2021 **Strategic focusing**

Our next strategic planning process was put on hold during the COVID-19 pandemic. Instead, staff and the Library Advisory Board created an iterative process to regularly formulate and review strategic goals to guide services in the shorter term and use the time to prepare for deeper strategic planning in the future. Library use data, library user survey results, library assessments, patron comments, and staff activities were incorporated into these goals.

2022 **Strategic preparation**

Focus areas included: Promote & Maintain In-Person Services, Technology, Equity, and Strategic Planning & Community Engagement.

2023 **Strategic planning & community engagement**

Where we are now.



See also Sherwood Public Library's Journey map for our story from 2015–2021
(sherwoodoregon.gov/library/journeymap)



Our new strategic planning process



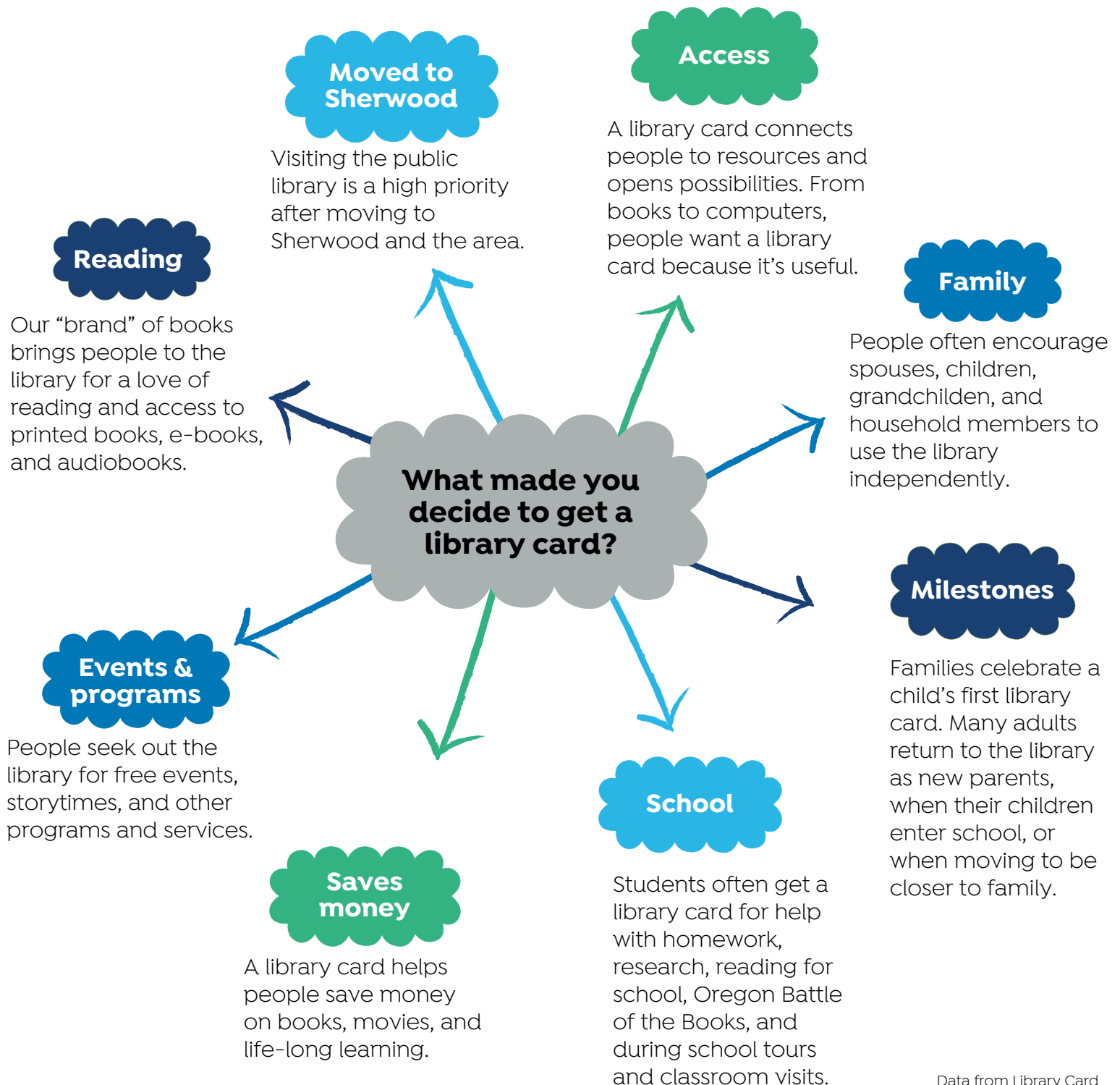
Here are methods we are using to incorporate community engagement. It's less textbook, and more grassroots and nimble. We are using new skills to meet the changed needs of our community. Many of these steps are happening simultaneously or repeated in cycles. We are assessing and adjusting as we go. We are applying an equity lens to elevate more voices and include broader participation.

Step or input	Description
Microsurveys	Short open-ended questions to learn from our community about the community.
Interviews	Listening to stakeholders and community members in 1:1 conversations meant to build relationships and deepen understanding.
Community needs assessment	Identifying strengths and needs through research and engagement.
Visioning	Mission, values, and planning discussions with staff and board members.
Surveys	Seeking user and non-user feedback.
Outreach	Presenting, sharing, and reaching out.
Open House	Showcasing services and asking for input.
Letters	Reaching out to voices we are missing.
Focus groups & listening sessions	Inviting group conversations, public input, and reflection.



Asking more questions

Our microsurveys, interviews, and open-ended survey questions have helped us to discover nuances of why people use the library, what community needs exist, and suggestions for solutions.



Emerging Themes

What we've been hearing from our community and stakeholders so far:



Communication

Telling the library story and broadly sharing what's happening at the library is important.

Technology

There is a need for help with basic skills, access, virtual offerings, and also a strong appetite for emerging technology and content creation.

Cultural appreciation

Our community members want to celebrate diversity and practice inclusion.

Gathering

We can counteract loneliness and isolation by building opportunities for our community to gather in small and large groups.

Families

Requests for more options for high-quality and free public events and activities for all ages.

Transportation

Youth, older adults, and people with disabilities especially have barriers to getting to the library.

Languages

Need for Spanish-speaking staff, classes conducted in Spanish, and classes to learn English and Spanish.

Accessibility

Increase options for neurodiverse and disabled people to use the library and to contribute to the community.

Funding & Governance

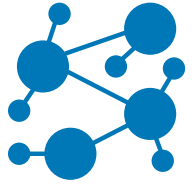
As a department of the City and a member library of WCCLS, we are invested in our sustainability.

Intellectual Freedom

Access to information and creative expression is a core value we are revisiting with renewed interest.

Assets Map

Asset mapping is a strengths-based approach to identifying the positive resources, institutions, skills, and capacities in a community.



Strong schools &
SHARE Center



Family-friendly
community



Parks

WELCOME!

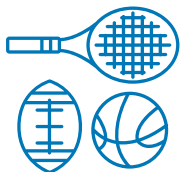
Welcoming & friendly
community



Vibrant Center for
the Arts



Old Town Sherwood
& local businesses



Sports fields &
courts



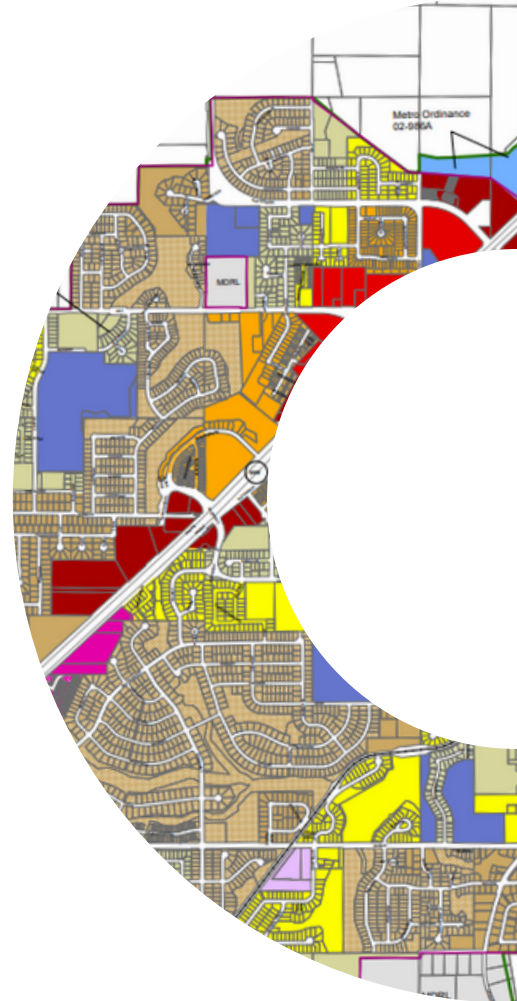
Safety



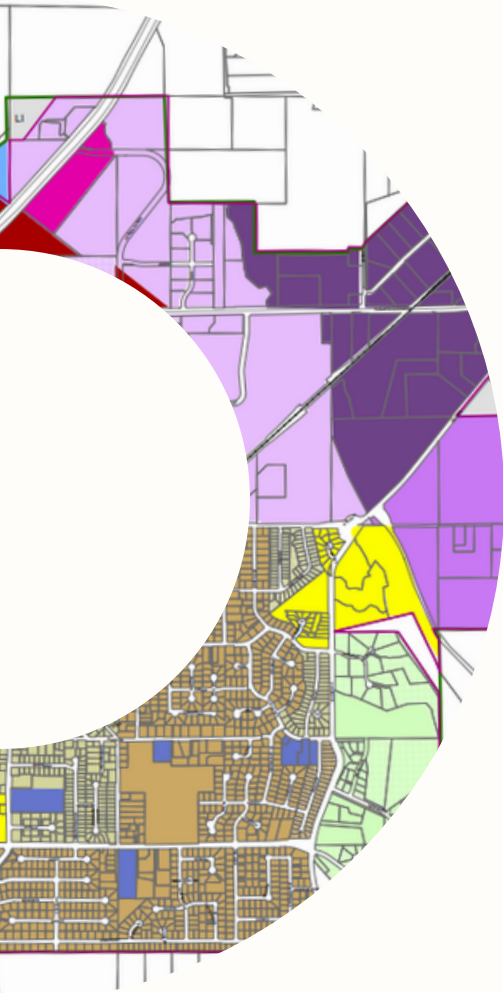
Volunteerism &
community support



Walkability
downtown



These assets have been shared through our community engagement. Assets mapping can help to discover solutions in collaboration within a community.



Green spaces



Festivals & community events



Public Library is the community's living room.



Churches & food pantries



Dual language program for elementary school



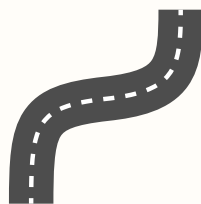
Tualatin River National Wildlife refuge



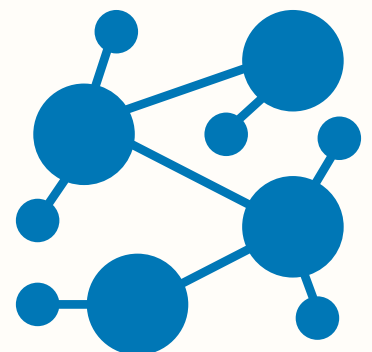
Age-Friendly City



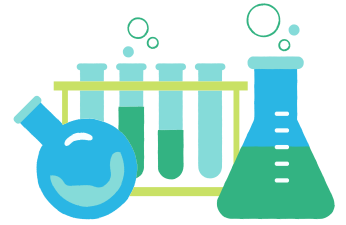
Technology & broadband



Urban planning

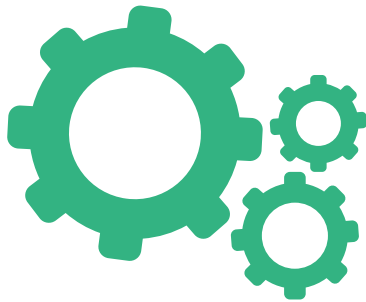


Testing New Ideas



As we've been working through this process and learning from our community, we've also been able to pilot new services, apply for grants, and strengthen new partnerships to better meet the needs of our community.

This approach to our work adds to our Agile mindset to treat planning as an organic and responsive process, while we also digest the information we've been gathering and prepare more formal goals and objectives.



**STEAM Saturday
monthly events**



**Virtual tours &
hybrid offerings**



**Computer basics
classes in English
& Spanish**



**Staff training and
skill-building.**

**Starting a Library
Foundation.**

Getting involved in your library.

We work with three groups who support the Library. Join us.

Library Advisory Board

Provide input on library policies, strategic planning, and goals. Meets the 3rd Wednesday of the month, 6:30-8:00pm
sherwoodoregon.gov/libraryboard



Friends of the Library

Accepts donations of used books and \$\$\$ to support library programming, such as book clubs. A long-standing 501(c)(3) nonprofit.
sherwoodoregon.gov/library/friends



Library Foundation

A new 501(c)(3) nonprofit with the goal to raise funds to complement public funding with charitable giving.



We love stories. Share yours.

Share your input.

We want to hear from a variety of voices, including teens, older adults, the disability community, the LGBTQIA+ community, immigrants and refugees, people of color and indigenous people, people who speak languages other than English at home, new and long-term residents, business owners, veterans, low-income individuals, those with mental health and/or substance-use histories, and those with housing insecurity.

Thank you to Cultural Coalition of Washington County and Oregon Trust for grant funding.

Interpretation services are available upon request.

**Get a \$10 gift card
for participating!**

**Sign up for a conversation.
We'd love to hear from you.**



*bit.ly/SPLconversation
Or inquire at the library.*

Thank you for making Sherwood Public Library
part of your life. We'd love to hear from you.

We love stories. Share yours.

**Dear Sherwood Public Library staff
and Library Advisory Board,**

Sincerely,



We update this document regularly.
Last updated 12/01/2023

Follow along at sherwoodoregon.gov/library/strategic-plan.



Contact Adrienne Doman Calkins, Library Manager,
at domancalkinsa@sherwoodoregon.gov or 503-625-4272.