



# ALTADENA LIBRARY DISTRICT

*Honoring the past, cultivating the present, empowering the future*

## STRATEGIC PLAN FOR 2008-12



### MISSION

***The Altadena Library District is dedicated to providing free and equal access to information, ideas, technology and the joy of reading to educate and empower our diverse community.***

Dear Friends and Neighbors:

Altadena residents take pride in their community and its institutions. As a result, Altadenans have provided residents with one of the finest libraries in Los Angeles County. Both the Board of Library Trustees and staff believe the library's future must be mapped to meet challenges ahead in order to develop a library that is timeless in its ability to meet your continually changing needs and lifestyles.

To this end, representatives from the Library Board, staff and Community Strategic Planning Advisory Committee met with a Strategic Planning Consultant to develop a vision for the future of Altadena Library. The enclosed represents that vision. We have outlined broad goals and have set the first year's calendar of achievable objectives for 2008/09.

We are now happy to share this vision with you and to invite you to help us make Altadena's "Library of the Future" a reality.

Sincerely,

Dale E. LaCasella, President  
Altadena Board of Library Trustees



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### PLANNING CONTEXT

The Altadena Board of Library Trustees recognizes that libraries are currently at the center of a revolution in information production and distribution, and in technology and communications. This revolution, coupled with trends in the economy, demographics, and government will surely impact library services during the 21<sup>st</sup> century to the extent that they may be unrecognizable as we know them today.

The commitment to quality collections and responsive services remains steadfast. However, the library must be in a position to satisfactorily respond to the current and future challenges which are transforming the vision and definition of the traditional library. It is within this context that the Community Strategic Planning Advisory Committee members, Library Board, and Staff developed a strategic plan for years 2008-12.



### VISION

The Altadena Library District continually aspires to meet the present, future, and constantly changing needs and interests of its diverse clientele. It is becoming the cultural, informational, and technological hub of the community.



### GOALS 2008-2012

1. Altadena Library District will provide youth with the resources they need to succeed in school and to develop a life-long love of learning and reading.
2. Altadena Library District will provide access to the digital world through state-of-the art technologies.
3. Altadena Library District will provide facilities that are welcoming, comfortable, and flexible.
4. Altadena Library District will promote life-long learning and the joy of reading.
5. Altadena Library District will ensure financial stability and provide for cost-effective operations.



## STRATEGIC PLAN FOR 2008-12



### THE LIBRARY IN THE YEAR 2012

In four years, the library will be the cultural, informational, and technological hub of the community.

#### **What will the library look like?**

In its current park-like setting, the Library will be renovated and expanded to meet current and future service needs. The library will be accessible to the entire community, including the physically challenged. All furniture, equipment and spaces will meet Americans with Disabilities Act and seismic standards. The building will reflect renovated and expanded spaces effectively utilizing space for diverse collections of materials, services, and programs offered. A new community room with gallery space, small group meeting rooms, study/tutoring rooms, a homework center, Children's story hour area, teen area, and quiet reading areas will be available throughout the building. An enlarged Friends of the Library Bookstore will be available for browsing and purchases of used books. Innovative technologies will be available to link people to information they need when they need it. The library will be a place of relaxation and culture, and a center of life-long learning.

#### **Who will be served?**

The library will offer services to the entire community. In addition to serving our community at large we will place increased focus on services tailored to meet the specific interests and information needs of preschoolers, children, young adults, parents, job-seekers, business people and the homebound.

#### **What will they need?**

Residents will need materials and information found in a variety of formats within and outside of the library environment. They will need training in how to use the facilities, services and resources offered in a complex technological arena.

#### **How will they be served?**

Residents will have access to expert help, well selected collections, electronic resources, and high quality programs in a welcoming facility. Access to resources will be available twenty-four hours a day from home, office, or school.

#### **How will the library be funded?**

There will be community support for basic services. All private and public funding sources will be explored and utilized to fund the structural and operational requirements of the library. The volunteer corps will continue to augment staff resources and provide quality services to residents.

#### **How will progress be evaluated?**

Working committees from the library staff have been assigned to each goal and its objectives. These committees have been charged with providing quarterly progress reports to the District Director, who will in turn inform the Board of Library Trustees. The Board, with advice from the District Director and staff, may determine that minor changes to plan details are needed. In the spring of 2009, committees will identify the library's next steps and develop 2009/10 objectives as part of the annual review of the strategic plan and clarification of the library's mission, vision and strategic goals.



## STRATEGIC PLAN FOR 2008-12

### Acknowledgements

**Special thanks from the Strategic Planning Advisory Committee to Jan Sanders, Director, Pasadena Public Library and Facilitator for this visioning and planning process.**

### Strategic Planning Advisory Committee Members

Barbara Bigby, Altadena NAACP  
Trevor Bryant, President/Friends of the Altadena Library  
Michel Choban, Altadena Heritage Society  
Marlane Forsberg, Past President/Friends of the Altadena Library  
Monica Hubbard, Altadena Chamber of Commerce  
Thomas H. Hubbard, Board of Library Trustee  
Michele Judd, Community Member  
Roberta Lauderdale, ALD Literacy Coordinator  
Mark Mariscal, Community Member/Former ALD Board Member  
Howard Miller, Community Member/Former ALD Board Member  
Sgt. Yolanda Palomo, Altadena Sheriff's Department  
Peter Pannell, Principal/Eliot Middle School  
Timothy Rutt, Community member  
Cassandra Stearns, Librarian/Children's Services  
Dr. Sandra E. Thomas, Altadena Town Council Member  
David Tuck, Board of Library Trustee  
Anthony Ward, Christmas Tree Lane Association  
Pauli Dutton, Principal Librarian  
Erica Metoyer, Librarian/Branch Services  
Barbara J. Pearson, Director, Altadena Library District

### Altadena Board of Library Trustees

Dale E. LaCasella, President  
David Datz, Secretary  
David Tuck  
Thomas H. Hubbard  
Katharine Harrington

**District Director: Barbara J. Pearson**

**Approved by the Board of Library Trustees on October 27, 2008**

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## STRATEGIC PLAN FOR 2008-12



### OBJECTIVES 2009-10

**Goal 1: Altadena Library District will provide youth with the resources they need to succeed in school and to develop a life-long love of learning and reading.**

#### **Children's Services**

- Develop a core collection list of materials about homeschooling and allocate \$1,000 from the Children's materials budget for the purchase of these items for Children's Services.
- Develop 8 pathfinders for frequently studied topics that include information in a variety of formats and make available in print and on the website.
- Develop and offer 4 library skills classes during the academic year.
- Develop and offer a computer database class for parents.
- Host a Curriculum Swap for local homeschooling families.
- Attend the annual conference of one of the three major California homeschool associations.
- Increase class visits to the library by 5.
- Increase visits to local schools by 5.

#### **Adult & Young Adult Services**

- Provide quarterly programs/events for teens.
- Plan and implement Summer Reading Program for teens and increase participation by 5%.

#### **Branch, Literacy & Outreach Services**

- Establish monthly story time sessions in cooperation with Children's Services.
- Reach out to 2 new schools to arrange for library class visits.

**Goal 2: Altadena Library District will provide access to the digital world through state-of-the-art technologies.**

#### **Children's Services**

- Allocate \$500 from the children's materials budget to purchase and install updated educational games/programs on the children's computers.
- Purchase and install 2 AWE Early Learning stations for Toddlers and Preschoolers.

#### **Adult & Young Adult Services**

- Create a curriculum for the public on using the library's online databases and performing specific searches on the Internet such as genealogy, government documents, legal and medical, etc, subject areas.
- Establish bi-monthly young adult gaming program.
- Offer monthly Internet, e-mail and Microsoft Office training classes.
- Increase programs/events for the adult community by 2%.

#### **Branch, Literacy & Outreach Services**

- Conduct six 8-week computer Literacy class sessions.

#### **Technical Services**

- Investigate the feasibility of adding an online book club to the public which would include message boards, reviews of books by participants, and suggestions for future reading.
- Investigate new media formats such as on-line audio and e-book service.

**Goal 3: Altadena Library District will provide facilities that are welcoming, comfortable, and flexible.**

**Adult & Young Adult Services**

- Update informational signage on the adult book stacks.
- Complete the re-design of the YA area to increase patronage by teens and young adults by 10%.

**Branch, Literacy & Outreach Services**

- Purchase and install visible signage for building exterior.

**Goal 4: Altadena Library District will promote lifelong learning and the joy of reading.**

**Children's Services**

- Increase children's program attendance by 500.
- Increase summer reading program registration by 75.
- Increase circulation of children's materials by 10% over previous year.
- Hold 5 additional educational programs/workshops.
- Investigate and apply for grant funding for children's programs and materials.

**Adult/Young Adult Services**

- Provide 8 educational/cultural programs.
- Conduct monthly No Guilt Book Club meetings.
- Add 4 Pathfinders to Library website.

**Branch, Literacy & Outreach Services**

- Apply for grants to support development of an ESL program.
- Apply for AmeriCorps and CSLA Literacy grants for FY2010
- Recruit, train and utilize a minimum of 10 new Literacy tutors.
- Retain Literacy volunteers and enhance their skills via tutor support meetings.
- Increase learner participation by 20 additional students.
- Obtain 5 off-site locations for tutoring sessions and classes.
- Provide a minimum of 4 Literacy in-service trainings for Literacy Staff and volunteers.

**Technical Services**

- Plan 6<sup>th</sup> Annual Poetry and Cookies event for April 2009.

**Goal 5: Altadena Library District will ensure financial stability and provide for cost-effective operations**

**Administration**

- Work with Master Facility Project Fundraising Committee to develop fundraising strategies and plans.
- Apply for Congressional appropriation to supplement fundraising for construction plans and specifications.
- Work with Friends Board Art Fair Committee to plan annual Altadena Arts and Crafts fair in 2010.
- Apply for grants to fund capital improvement project, literacy services, ESL services and children's services.
- Work with County to develop a joint use agreement for District-Senior Center parking facilities
- Partner with the Altadena Sheriff's Department's Annual Toy & Food Drive in November and December 2009.
- Compile Annual Report to the Public, FY 2008/09.
- Prepare and monitor Annual Budget and Revised Mid-Year Budgets.
- Work with Auditors on Annual Audit and preparation of financial statements.
- Prepare Resolution for Parcel Tax assessment (if necessary).
- Prepare and file State Controller's Report.
- Prepare monthly financial reports.
- Complete, implement and maintain an Injury & Illness Prevention Program (IIPP).
- Learn and implement the Paychex HR Online package.
- Train staff to use the Paychex HR Online package.
- Continue to schedule the Community Room for public use.
- Prepare online Safety Training class for staff.
- Develop Goals and Objectives for 2011.
- Prepare and submit to State Library the Annual Public Library Survey for 2008/09.

***Approved by the Board of Library Trustees on 5/18/09***