



Butte County Library

**Strategic
Plan 2025**



Butte County Library Strategic Plan 2025

Our Strategic Direction

Vision: Our vision is to create a 21st century library service that is inclusive, efficient, collaborative, and innovative.

Mission: The mission of the Butte County Library is to serve the Learning, Cultural, and Community needs of the diverse populations of our County.

Our Guiding Principles: We are present in and an engaged part of each community we serve.

We strive to lift all lives in our communities by creating equity, appreciating diversity, and being inclusive of all.

We connect patrons with information, knowledge, resources, and other people, places, and things.

We encourage and provide opportunities for learning to read to lifelong learning to giving back and paying forward in Butte County.

We warmly welcome everyone that visits us and use our skills and knowledge to solve problems and help people succeed at whatever they pursue.

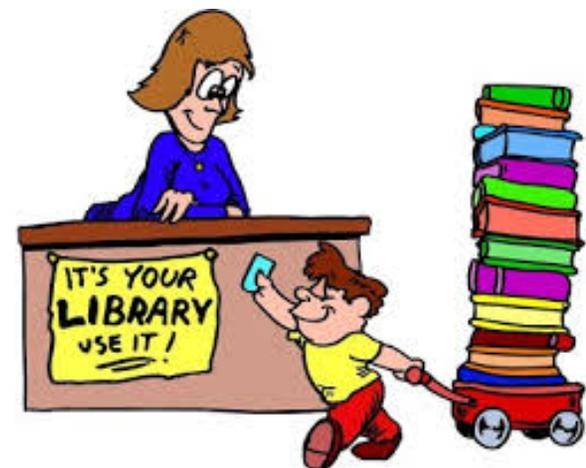
We use best practices from the global library community to make great things happen here at home.



Our Ambition

Though the life of this strategic plan, we will continue to deliver our core library services as we also seek new ways of working to ensure that we achieve the following ambitions:

- ▶ Butte County Library is a destination of choice.
- ▶ Create a library service that addresses community needs.
- ▶ Create opportunities for the diverse populations to participate, learn, read, and enjoy.
- ▶ Every adult in Butte County has the ability to actively engage in their community and accomplish their individual goals regarding literacy.
- ▶ Promote digital literacy by having comprehensive e-Library services and embrace digital technology.
- ▶ Provide a modern library service that serves us now and into the future.
- ▶ Empower and support communities by building meaningful partnerships and creating opportunities.
- ▶ Offer a consistently good customer experience.
- ▶ Support and develop our employees and volunteers so they have the right skills and tools to deliver effective service.
- ▶ Better engage with diverse communities of our County.

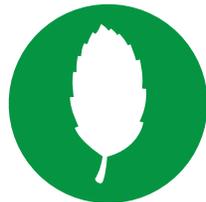


Strategic Priorities

Our Focus



FACILITATE community engagement and connections throughout Butte County to leverage our presence and purpose in service to our communities.



ACTIVATE communities to solve systemic problems and realize elusive opportunities in Butte County.

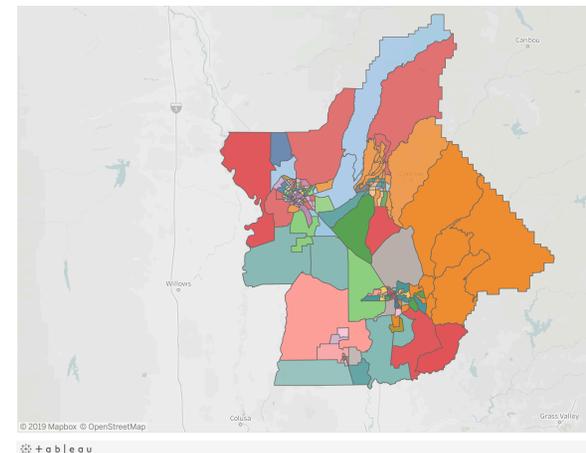


REJUVENATE community and individual lives through sustained attention to healing, rebuilding, reconnecting, and growing capacity and community will in Butte County.



SMART Goals : FACILITATE

- ▶ F1
 - ▶ Mobilize the Library to reach further into each community and outward toward more rural residents
 - ▶ Increase engagement by assigning staff to connect and partner with local community service organizations to amplify their and the Library's work
 - ▶ Begin new lives well by providing Library cards and books at birth in Butte County
- ▶ F2|
 - ▶ Expand access to the Library using open + Self Service Library Access from Biblioteca and other patron centric opportunities to use the Library when, where, and how they desire
- ▶ F3
 - ▶ Create a complete community asset map so we all know who is doing what work in each community
 - ▶ Continue to utilize the ESRI Tapestry tool to understand how communities are changing over time



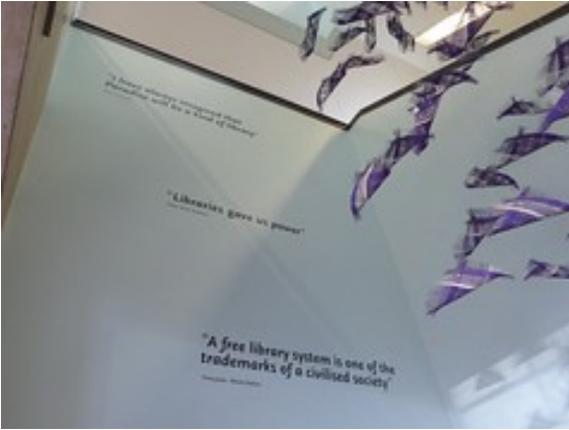


LIBRARIES = STRONG COMMUNITIES

SMART Goals : FACILITATE

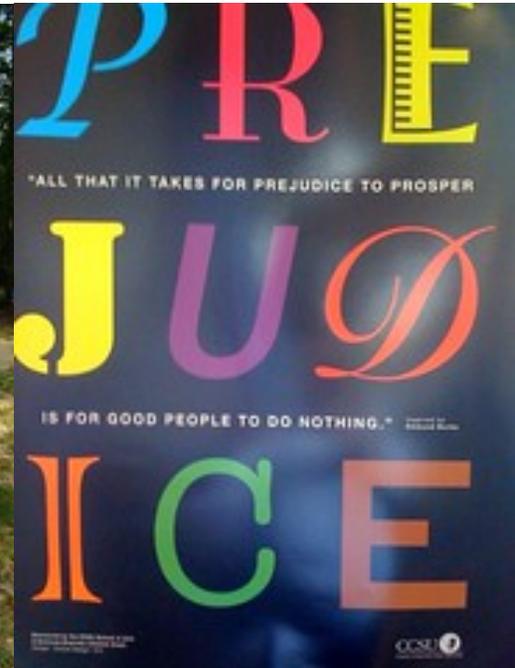
▶ F4

- ▶ Measure the outcomes and eventual impacts of partnering efforts on an annual basis
- ▶ Share stories about outcomes and achievements with the media to generate greater awareness of the work of the Library



SMART Goals : ACTIVATE

- ▶ A1 | Continue and expand our mastery of the Harwood approach "Turning Outward" to facilitate convening and conversations that reveal the hopes and dreams of our communities, and address unique and shared issues by engaging and supporting local public, private, and non-profit organizations and groups
- ▶ A2 | Develop our services and collections using the lens of equity, diversity, and inclusion as a measure of successful outcomes
- ▶ A3 | Support the engagement of the 'hard to count' in Census 2020 to ensure Butte County receives appropriate allocations of funding
- ▶ A4 | Engage and connect patrons with local volunteer opportunities and measure the continuum of volunteerism generated by the Library



SMART Goals : Rejuvenate

- ▶ R1 | Develop staff's ability at each Library to help people navigate processes and be successful in solving their problems
- ▶ R2 | Co-lead the planning for a TEDx Butte County on "Rejuvenation" on November 9, 2020, or 2021
- ▶ R3 | Continue to collaborate with CSL and Story Center to collect stories about the Campfire.
- ▶ R4 | Become members and be present and active at meetings and events held by cities and local organizations
- ▶ R5 | Focus attention on the capacity of the current Libraries and prioritize the need for additional investments
- ▶ R6 | Partner with service providers to extend their accessibility to residents by providing space in Libraries

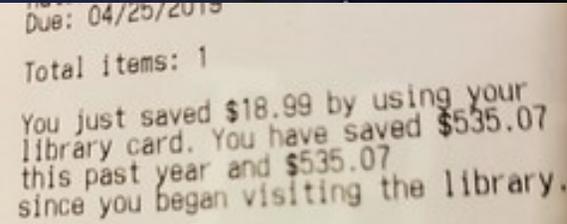
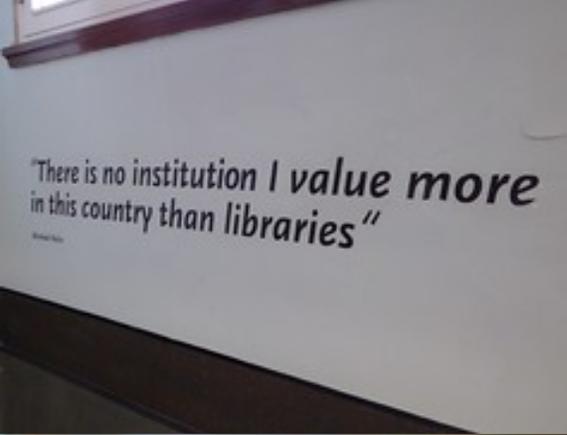


TEDx Chico
x = independently organized TED event



Organizational Initiatives

- ▶ **O1 | Uncommit** (What to stop doing so we can start doing what matters) and **Lean Processes** (Process improvements and deleting waste in efforts)
- ▶ **O2 | Organizational Development** (Technical and professional skills building and leadership at every level)
- ▶ **O3 | Marketing and Communications** (MarCom with Patron, Community, and Partner channels)
- ▶ **O4 | Grant Funding and Partnering** (Seek funding for new service and organization initiatives and build strong partnerships to build capacity in the Library)
- ▶ **O5 | New Initiatives Development** (Refined process for research, design, development, and implementation of new initiatives)
- ▶ **O6 | Measures and Metrics** (Embedded processes for using logic models to establish intended outcomes and impacts and means for measuring success)
- ▶ **O7 | All the above will enable the Library to achieve Sustainable Funding** (An ongoing awareness and advocacy campaign associated with new initiatives and ongoing outcomes and impacts made that will eventually result in a new funding model)



3 Year Implementation Plan

▶ Year 1: Prioritized Initiatives:

- ▶ Uncommit
- ▶ Organizational Development
- ▶ Grant Funding and Partnering
- ▶ FAR Smart Goals and New Service Initiatives Development
- ▶ Marketing and Communication

▶ Year 2: Prioritized Initiatives

- ▶ Measures and Metrics
- ▶ Continued Grant Funding and Partnering
- ▶ Continued New Service Initiatives Development
- ▶ Continued Uncommit and Organizational Development

▶ Year 3: Prioritized Initiatives

- ▶ Continued New Service Initiatives Development
- ▶ Continued Grant Funding and Partnering
- ▶ Continued Organizational Development
- ▶ Continued Metrics and Measurements

Our Discovery Process...

In trying to find the path forward for Butte County Library in the next leg of its journey (now over 100 years old), we didn't look inward to decide what to do. We turned outward and asked people in Butte County what they cared about and were concerned about, and what their hopes and dreams for themselves, family, friends, and communities were. This inquiry happened in one-on-one and small group conversations as well as larger group meetings in each Library community. We also hosted a countywide survey with almost 840 responses. We appreciate the precious time people took to share thousands of their thoughts in open comments.

We were pleasantly surprised by the healing revealed by the comments, as they were not all focused on the Camp Fire and its aftermath. Yes, it continues to be a significant part of daily lives in Butte County, and yet it's not the only thing on our minds. The answers to our survey questions reflected both excitement and concern regarding opportunities and issues local to global, and deeper concerns around the sense of our local societal culture shifting in Butte County.

These patterns and themes emerged: **Socioeconomics, Societal Challenges, and Climate Change; Equity, Diversity, and Inclusion; Connectedness; and Prosperity.**

Socioeconomics, Societal Challenges, and Climate Change

Residents are worried about the influences of politics, socioeconomics, climate change, and divisiveness. They're troubled by how differing views have already caused disruption elsewhere, and how that might begin to show up more here at home.

Our Discovery Process...

At the national and global level, they're concerned about war, climate change, women's equity, gun violence, world economics, and political upheaval. Locally, they are worried about socioeconomic disparity and everything associated with that, from education and employment to affordability, housing, and health and childcare as well as the opioid crisis. All of these issues impact people's ability to find and realize opportunities to achieve their dreams and live a better life.

Equity, Diversity, and Inclusion

People in Butte County also care deeply about diversity and inclusion and creating equity across the socioeconomic spectrum. They'd like to see everyone make space and room for expressing appreciation around what everyone has and contributes to our communities. They'd like more people to embrace thinking about difference and diversity as strengths instead of danger and uncertainty.

Connectedness

Residents look for community building across all of the county, in addition to the community rebuilding that is underway in areas devastated by fire. They appreciate the camaraderie and support they either provide or receive and enjoy the impromptu and planned events that happen in towns and cities that bring people together. They'd like to see opportunities provided and realized for those that are less fortunate, or with fewer means, to make their lives better. People experiencing homelessness is on many minds, with more comments associated with human kindness and resolving the underlying issues than angry about the public presence and what they deem as a nuisance.

Our Discovery Process...

Prosperity

A year ago, a fire disaster of epic proportion impacted the entire County. For those that were not directly affected regarding their own lives and housing, the experience and aftermath changed the nature of what it meant to live in Butte County. Massive displacement of people, families leaving the area, and trauma experienced by everyone to some degree became the new state of the County. Stories have and continue to be captured by the California Wildfires Story Project through the use of oral history projects and film documentaries on the issues surrounding mega-fires, climate change, and fire control and management policy. Ideally, this will lead to changes in the way people live, and the level of disaster preparation and readiness that each person in Butte County sustains will be integral to our future prosperity. Butte County Library is already a part of that and will continue to do everything it can to provide communities what they need to thrive.

Thank You...

We appreciate the level of input of feedback we received in our strategic planning process from people throughout the County. Thousands of people participated in person and in the online survey. All the praise and love we received warmed our hearts, and all the constructive feedback gives us direction on what we need to improve.

To view the website and all it offers, click here: <https://www.buttecounty.net/bclibrary/>

If you'd like to view our event calendar, click here: <https://www.buttecounty.net/bclibrary/Calendar>

If you're interested in volunteering at a Library, click here: <https://www.buttecounty.net/bclibrary/Volunteer>

If you'd like to email administration, email: LIB-Administration@buttecounty.net

We're deeply honored by all the responses to the questions we posed in our strategic quest. We have a new strategic direction, and much to accomplish to get to our destination. We'll keep you updated along the way - look for news on new initiatives and come visit if you haven't been in a while.



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