

Deschutes Public Library 2016 Results Policy Monitoring

For Period Covering July 1, 2015 - June 30, 2016

Executive Summary

Libraries are going through a renaissance, both in terms of the social infrastructure they provide and in the diversification of the services and experiences offered to customers. Deschutes Public Library (DPL) has served as a leader in providing innovative and impactful services, and is now poised to continue that tradition to meet the changing needs of the community.

The Atlantic Monthly highlighted DPL's leadership role: "Deschutes Public Library...now cooperates with dozens of organizations, from AARP (which helps people with their taxes) to Goodwill (which teaches resume writing). A social worker trains staff to guide conversations about one of the most frequent questions people trustingly bring into the library: Can you help me figure out how to meet my housing costs?" (Atlantic Monthly, March 2016, page 72)



El Dia de los Ninos

Deschutes County is one of the fastest growing regions in the nation. More than 4,000 new residents move to our area every year. DPL must anticipate future growth to meet customers' demands when and where they occur and develop a robust plan to provide these services.

Technology continues to advance and shift how people live their lives and access information. Technology continues to challenge libraries to move in new and exciting directions. DPL must be nimble and ready to shift.

And, finally, creating community spaces where community members gather, access information and entertainment, and create memories is essential for DPL's sustainability.

To meet the challenges ahead DPL will focus on three vital areas to continue to enrich people's lives and build community: People, Place and Platform.

People

The most important work we do is connecting with people. We are friendly and helpful to our customers and guide them to the information and the entertainment they want, when they want it. We do this in a variety of ways from connecting parents and children to the love and value of reading to creating space for meetings and casual gatherings to finding job seekers and entrepreneurs' critical resources to change their lives. From infants to teens to immigrants and seniors, we find the best resources, services and programs to enrich individuals' lives in the manner they are seeking—their library, their way.

Place

We serve as the physical and virtual anchor for our communities. The rapid population growth, especially in the cities of Redmond and Bend, impacts the long-term ability of the library to provide safe and welcoming physical places for people to meet and interact with others or to engage in individual pursuits.

Platform

The Library as platform encompasses enabling our customers to participate in the curation and sharing of the community's knowledge and innovation. DPL achieves this through allowing customers to gain access to a variety of tools and resources with which to discover and create new knowledge. This occurs through the excellent innovation and customer service provided by our staff, through our digital and physical resources, and through our library programs and services.

Board Results Monitoring for the 2015-2016 Fiscal Year

The following pages represent an overview of how DPL is meeting the Board Results Policies. For each policy the report offers a brief analysis, listing successes, challenges and future trends. Supporting tables at the end of the report help to put DPL achievement in context over time and in comparison with other libraries in the State of Oregon.

The Deschutes Public Library is achieving the Board's Results Policies at an **excellent** level.

Board Results Policies

The Library District operates using governance and management systems based on outcome management. The Deschutes Public Library Board (Board) monitors and evaluates success by measuring the effectiveness of library programs in achieving outcomes or "results." The following report represents progress made toward achieving these results.

DPL's commitment to excellence drives it to make all policies a priority for the District. However, for budget planning purposes the Board ranked results policies as follows: High Priority – Increased attention and investment is needed; Medium Priority – Current level of activity should continue; Low Priority – The result is important, but added investment of funding and effort is not possible at this time.

In-depth Analysis of Individual Board Results Policies

POLICY TITLE: Purpose, Results, and Priorities (approved 11/11/2015)

Residents of Deschutes County freely access ideas and information to enrich their lives and build community through life-long learning opportunities consistent with the responsible application of district resources.

ONE (HIGH PRIORITY)

PEOPLE OF ALL AGES
ACQUIRE AN APPRECIATION
OF READING AND A DESIRE
FOR KNOWLEDGE.

RESULT IA

(High Priority)

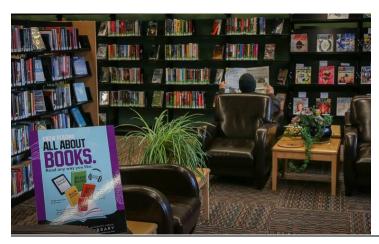
Residents who want materials to enhance their leisure time find what they want when and where they want them and obtain the help they need to make choices.

Analysis

The cornerstone to success for the library remains in its ability to offer exciting collections in multiple formats to its community. DPL continuously monitors community user trends and collections to ensure that it meets customer demand. DPL's investment in both physical and digital formats supports the need to meet customers where they are, whether it is inside one of the branches or remotely from the library's website.

Successes

- New library website promotes and showcases the library's collections and programs in an exciting, scalable manner.
- New DPL mobile app for the public catalog was unveiled emphasizing the customer's ability to create personalized settings.
- Hot titles were introduced as a new collection for those customers wanting fast access to new, popular bestsellers.
- Combined digital and physical formats firsttime check-outs rose by 4.8% to 2,049,099.
- Digital circulation surpassed 500,000, cementing the spot of second busiest "branch" behind Downtown Bend.
- DPL has the highest per capita circulation of digital downloads in Oregon.
- Magazine issue downloads are up by 19% and now circulate more than physical issues.
- Online movie and television streaming is up 26.7% to 8,546.
- Music downloads are up 31.5% to 111,093.
- Graphic novels were added to the DPL's digital download menu in November 2015.



All About Books - East Bend Library

Challenges

- Meeting the public where and when they want their materials, continues to be the biggest challenge for libraries.
- Maintaining healthy holds ratios while continuing to anticipate and exceed customer expectations.

Future Trends

- PEW Research has shown that the printed word is still very much in demand but library trends show a move to remove physical collections to make room for public and community space.
- Reading continues to be popular as 73% of Americans have read a book in the past year which is the same as in 2012.
- Digital formats will continue to be a driving factor when making budget decisions.

RESULT IB

(Medium Priority)

Adult programs and services stimulate discussion, curiosity and an appreciation of reading.

Analysis

We are the leader of literary arts and cultural programs in Deschutes County. The library offers more cultural programs, discussions, author presentations and writing workshops than anyone else in the region.

Successes

 The library's monthly series programs attracted more than 6,800 adults (not including Author! Author!) to the library this past year. The programs were diverse in topics ranging from malaria to privacy laws to ukulele lessons to the Great Depression to making cupcakes to understanding the

- music and words of Woody Guthrie to creating poetry and learning more about Black Holes.
- The Author! Author! literary series continues to thrive. It is the *only* literary series east of the mountains and offers a variety of programs such as writing workshops, creativity workshops, book discussions, book signings and author presentations. The public actively engages in the question & answer portion at the end of each author's presentation. This literary series draws high school students, college students and adults of all ages.
- "A Novel Idea" celebrated its 13th year with 29 free events, including 20 cultural programs, nine book clubs and author Lily King's presentation and Q&A at Bend High with approximately 6,000 people reading, discussing, and participating in programs during the three-week long series. More than 150 book clubs from around Deschutes County participated and drew in 1,650 people. Library programs highlighted anthropology, New Guinea culture, Margaret Mead's life and many other programs relevant to the themes of the novel.



Peter Rock at 2nd Sunday Program

Meeting room space is a challenge –
especially in Redmond, East Bend and
downtown Bend. We are very limited with
our evening and weekend offerings.

- We believe there is demand to expand more programs in downtown Bend and East Bend but we don't have the staffing capacity or meeting room space to do so at this time.
- The library's hours may prevent people from attending programs.
- Sunriver attendance is still a struggle although numbers have improved from last year. We noticed that the majority of people who participate in Sunriver programs travel from Bend or La Pine.
- Maker Mondays programs tend to limit participation because registration is required. We also found that the same people returned for every program so we are not reaching a new audience.
- Community lacks adequate and affordable large venue spaces.

Future Trends

 We believe the formal Maker movement is slowing down but still active.
 A new partnership with COCC's Redmond Campus will offer more Maker opportunities in the future.

Result IC

(Medium Priority)

Teen programs and services stimulate discussion, curiosity and an appreciation of reading.

Analysis

DPL continues to identify opportunities for reaching teens who seek the unusual, the social and the creative. Writing workshops at Dudley's Book Store and Fandom Fridays are just two examples of popular programs in and out of the library.

Successes

 DPL reaches more teens through programming than any library in Oregon.

- 2,474 tween and teens attended 188 programs.
- 1022 teens participated in the 2016 Teen
 Summer Reading Program, a 23% increase from 2015
- The first Teen Lit Fest resulted in 140 teens and adults learning about writing from 13 authors.



Teen Lit Fest

 Creating new and inventive ways to serve teens at times, locations and in formats that meet their changing needs.

Future Trends

- Libraries are finding tween programs to be successful with age 9-12.
- Beginning fall of 2016, some teen and tween programs will be a "camp" approach, by registration.

RESULT ID

(Medium Priority)

Children's programs and services stimulate discussion, curiosity, an appreciation of reading and reading readiness.

Analysis

DPL continues to be among the state leaders in children's programming and services.

Successes

- 47,197 children and adults attended 1,724 programs.
- 4,264 children participated in the 2016
 Children's Summer Reading Program
- The library recruited and trained 9 volunteers to present weekly early literacy story times at preschools in Bend.
- The Impact Services librarians regularly visit Head Start, WIC, Lunch and Learn and other sites to present early literacy story times to at risk populations.
- DPL is partnering with HDESD and the Early Learning Hub to identify strategies for increasing kindergarten readiness.

Challenges

 Reaching children who are not traditionally served by the library.

Future Trends

 Tweens of age 9-12 are a new focus with programming.

RESULT IE

(Low Priority)

Programs and services promote cultural understanding and an appreciation of the diverse heritage of the community.

Analysis

Local history programs connect Deschutes County residents and newcomers to the history and traditions of Central Oregon.

Successes

- The "Local Heroes" month explored many of the region's historical figures including Klondike Kate and Frank Johns.
- During our "Know West" month we highlighted the Early Peoples of Fort Rock,

- John Fremont on the Oregon Trail, and the different dialects of Central Oregon.
- DPL partnered with the Des Chutes
 Historical Society to add "15 Minute
 Histories," oral history segments from
 Central Oregon pioneers to our digital
 downloads.

• No perceived challenges.

Future Trends

- History programs are popular and tend to garner strong audiences with 45 – 65 participants at each program.
- Regional hiking, geography, and other outdoor activity discussions are always popular.

RESULT IE (I)

(Low Priority)

Programs promote understanding of the Latino community.

Analysis

DPL develops programs to introduce the community to Latino culture, heritage and history.

Successes

- The El Dia and "Carnival" celebrations attracted 300 participants of all ages and ethnicities.
- DPL hosted a booth at the Festival of Cultures, attracting more than 500 visitors.



El Dia de los Ninos

Challenges

 As the population of Deschutes County grows, many residents may not perceive the Latino population as a growing ethnic community.

Future Trends

 Libraries are becoming a resource for immigration processes and learning English.

RESULT IF

(Medium Priority)

Residents of all ages participate in interactive and hands-on programs designed to stimulate creativity, exploration and play.

Analysis

A wide variety of programs offered at DPL allow for customers to learn and create in an interactive environment.

Successes

- The ukulele classes were a major hit! So much so that we couldn't keep up with demand.
- The Maker Monday programs continued this past year. We partnered with a local "Maker Space" that made it convenient for us and kept costs lower. A sample of the Maker classes included creating spices, creating gingerbread houses, dehydrating food and making drinking glasses out of wine bottles.
- We offered writing workshops monthly with local and regional authors instructing participants on the art of food writing; writing from memory; poetry; and many other genres.
- Second Sunday continued with success as participants listened to a published writer on the tricks of the craft and then invited the participants to share their own creative writing.

Challenges

- The cost per person cost for these popular classes was high and the number of people able to participate was limited.
- We found that the same people signed up each month for the Maker classes so we were not expanding our audience.

Future Trends

 The writing workshops are popular and we realize we are filling a niche for local writers looking for more instruction and more community to share their work.



Tai Chi Program

RESULT IG

(Medium Priority)

Residents explore and discuss topical issues in a safe and neutral environment.

Analysis

Civic engagement remains at the center of all adult programs. Each program includes time for a 20-minute Q&A discussion at the end of the presentation and program attendees have the opportunity to engage with the presenter as well as with one another.

Successes

- The "World without Privacy" and "Keeping Tabs on America" were two programs we presented with our partner the Oregon Humanities. Both of these programs were in the Conversation Project format which provides a facilitated space and system for participants to discuss and explore issues together.
- "Death & Dying" was a hot topic this past year. We led two different conversations around this issue.
- The library's Facebook page provides an additional "virtual" room in which community members can discuss current events and cultural memes. Regular

- monitoring of the page ensures civil giveand-take.
- The Author! Author! literary series allows
 the public to interact with an author and the
 audience to explore a particular
 subject/issue through the question and
 answer session of the presentation.

- Every one of the programs we offer provides the space and opportunity for discussion to occur but often participants would rather soak in the information and not share their opinions/thoughts.
- We find that sometimes getting the conversation started isn't enough.
 Participants want to know what's next – what else can be done regarding a subject/issue.

Future Trends

- We will continue to participate in the statewide Conversation Projects run by the Oregon Humanities.
- Finding the best way to keep the conversation going after the program is something we will investigate.

TWO (HIGH PRIORITY)

RESIDENTS OBTAIN
INFORMATION TO RESOLVE
AN ISSUE OR ANSWER A
QUESTION AND HAVE THE
SKILLS TO SEARCH FOR,
LOCATE, EVALUATE AND
EFFECTIVELY USE
INFORMATION TO MEET
THEIR NEEDS.

RESULT 2A

(Medium Priority)

Students obtain information relevant to school assignments using library district services that have been designed to supplement school libraries and media centers.

Analysis

Library Linx serves schools in the Bend-La Pine and Redmond school districts. In addition, Library staff visit all interested schools, promoting library services, presenting book talks and telling stories. Staff also hosts library tours to schools visiting DPL facilities.

Successes

- Existing DPL collections and resources provide an in-depth and broad selection of materials to support student assignments and development.
- 28,249 students and teachers learned about library services during-756 presentations by library staff.
- Homework Help portal alerts students to major assignments and recommends resources.
- <u>Teacher Request</u> portal provides critical materials to support educators in a timely manner.
- The library's revised web page more clearly advertises the School Tools available to all schools.

Challenges

 DPL staff and resource capacity is unable to handle more Linx schools using the current delivery and ILS system.

Future Trends

 The library has a project team tasked with identifying best future practices for serving local area schools.



Beverly Cleary's 100th Birthday

RESULT 2B

(Medium Priority)

Adults and teens acquire the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Analysis

The library continues to be a key resource for job seekers. Community Librarians continue to develop partnerships and expertise to better serve these customers' needs.

Successes

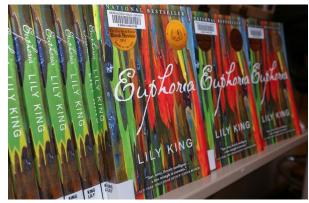
- <u>DPL Career and Employment</u> portal offers a quick guide to library resources for job seekers.
- <u>LearningExpress Library's</u> Job and Career Accelerator offer a new resource for customers to explore careers and find their next job.
- <u>Cypress Resume</u> guides job seekers through the process of creating professional resumes.
- Community Librarians have built strong partnerships with WorkSource Oregon and Goodwill, key agencies assisting job seekers in our community.
- Individuals received assistance with resume writing and online job applications through Book-A-Librarian.

Challenges

 Some job seekers have difficulty navigating online job applications which requires more person to person attention at service desks.

Future Trends

- The library will continue to partner with agencies that help advance career goals.
- The library will continue to support collections and resources that aid in career development.



2016 A Novel Idea

RESULT 2C

(Medium Priority)

Residents access the resources they need to make informed decisions about health, finances and other life choices.

Analysis

Customers are supported in their informational pursuits by a robust library collection, powerful databases and staff trained and ready to assist in connecting people to information.

Successes

- Existing DPL collections and resources provide an in-depth and broad selection of materials to support informed decisions.
- DPL has a variety of <u>databases</u> to satisfy customer need.
- The addition of Law Library services increases customer ability to make informed decisions on life choices related to the law.
- Community librarians provide presentations and trainings to address business information needs.

Challenges

 Finding time for staff to pursue continuing education through DPLU, webinars and training can sometimes be difficult.

Future Trends

 The library will continue to seek partnerships that help augment our ability to inform and educate customers.

RESULT 2D

(Medium Priority)

Businesses and non-profit organizations access the resources they need to develop and maintain strong, viable organizations.

Analysis

The library is a major player in supporting businesses and non-profits in Deschutes County.

Successes

- DPL is a Foundation Center's Funding
 Information Network partner, supporting
 nonprofits seeking grants. Local non-profits,
 governments and individual grant seekers
 have attended trainings and workshops.
- Community librarians are involved with business-related organizations in all of our communities.
- Community librarians provide presentations and trainings to address business information needs.
- Book-A-Librarian is primarily focused on supporting small business owners, entrepreneurs, and other job-related endeavors.
- <u>Business Gateway</u> portal highlights all major business research resources.

Challenges

No significant challenges exist.

Future Trends

 We will continue to seek out new partnerships that further our connections and support to businesses and non-profits.

RESULT 2E

(Medium Priority)

Residents obtain the information they need to fully participate in community decision making.

Analysis

DPL hosts a variety of programs designed to inform customers on issues of local importance

Successes

- DPL partnered with the League of Women Voters on a presentation with local leaders on affordable housing.
- Existing DPL collections and resources provide an in-depth and broad selection of materials to support informed decisions.

Challenges

 Meeting room availability and room capacity prevent DPL from hosting larger community events such as city council debates.

Future Trends

 DPL will continue its role as a safe, neutral venue for our community to learn and discuss.

RESULT 2F

(Medium Priority)

Residents access the resources they need to understand the history and traditions of the community.

Analysis

The library houses a collection of books and newspapers detailing local history.

Successes

 Complete coverage of the Bend Bulletin, the Abbot Engineer, Redmond Spokesman and the Sisters Nugget are available. Equipment

- makes saving information digitally easy for customers.
- <u>Historical and Genealogical</u> portal provides a one-stop shop for local researchers.
- DPL partnered with the Des Chutes
 Historical Society to add "15 Minute
 Histories," oral history segments from
 Central Oregon pioneers to our digital
 downloads.







Oral History Project

Challenges

 To present local history in a digital format DPL would need more staff expertise, equipment and resources.

Future Trends

• DPL will continue to support programming highlighting local history.

RESULT 2G

(Medium Priority)

Residents find information about the wide variety of programs, services and activities provided by community agencies and organizations.

Analysis

DPL builds partnerships with local agencies and organizations to help spread information about library resources and to help gather information on resources to share with customers.

Successes

- Staff is trained on local resources through Deschutes Public Library University (DPLU) courses.
- Library sponsored volunteer fairs across the county highlighted community agencies.
- The library fosters strong partnerships with local agencies and non-profits to best serve the public.
- DPL promotes and participates in Central Oregon 2-1-1.
- Thrive Social Services, formerly SWITL, has received funding from United Way and has expanded hours and locations served.

Challenges

 Community agencies do not always remain from year to year.

Future Trends

• Community partnerships will continue to strengthen our ability to connect customers with community services.

RESULT 2H

(Medium Priority)

New immigrants obtain information in a supportive environment and use library resources designed to assist their transition to life in Central Oregon.

Analysis

DPL currently works to build connections with the Latino community in Deschutes County through our staff and DPL's Latino Services Specialist.

Successes

- Library Book Club now offered in Spanish.
- DPL Latino Services Specialist serves on the Latino Community Association Board.

- Storytimes conducted in Spanish at nine different daycare facilities in Bend and Redmond.
- Early literacy training for the local Migrant Program.
- Library Materials collection offers a Spanish language collection and includes materials to help develop English language skills and aid in the naturalization process.
- <u>LearningExpress Library</u> offers preparation courses in Spanish and English for the citizenship exam as well as a course to help obtain a Green Card.
- Key DPL materials are translated into Spanish to better serve this population.
- Library offered Spanish language training for Redmond staff.

Challenges

- Many of the Latino customers don't speak English, and depend upon the Latino Services Specialist or their own family members to interpret, creating a communication gap with this population.
- The Latino population in Deschutes County increased 18% between 2010-2015. The Latino population is 13% of the total City of Redmond population.

Future Trends

- A Citizenship Corner will be available in winter, 2017.
- We continue to monitor the population growth of the Latino community in Deschutes County. As the population grows we expect to expand staffing and services accordingly.

RESULT 21

(High Priority)

Adults and teens have the support they need to improve their technology literacy skills.

Analysis

The library places a high emphasis on providing education opportunities for teens and adults that support their information literacy skill development.

Successes

- DPLU courses support staff in assisting and guiding customers in their information seeking.
- All public services staff is trained to provide assistance with customers' mobile technology devices and library content.
- Staff conduct computer classes on Word, Excel, Digital Downloads, Email and social media.
- Most branches hold regular open computer labs for technology education, instruction and support.
- Staff surveyed the public to gauge interests and needs for planning adult computer classes in 16/17.

Challenges

 Anticipating and meeting needs of customers in a rapidly changing and highly personalized technology environment.

Future Trends

• DPL will adjust computer classes, programs and services based on customer input.

RESULT 2J

(High Priority)

Residents have access to the digital world with no unnecessary restrictions or fees.

Analysis

Studies of library standards in the United States list the highest standard for libraries at 20Mb/second. DPL currently far exceeds national standards.

Successes

- DPL provides the public with 300Mb/second access to the Internet via fixed PC workstations or through wireless using their personal device.
- All facilities now offer color print capability from personal devices (laptops, tablets, smart phones).
- All facilities offer scan-to-email, color copying and FAX services.
- Free Wi-Fi available at all locations.
- Mobile app offers scalable version of public catalog and ability to create personalized settings.

Challenges

 Maintaining staff and resources to keep up with public demands for the latest in technology.

Future Trends

• Technology changes rapidly. DPL closely tracks customer usage and trends so that we can quickly adapt to meet user needs.

THREE (HIGH PRIORITY)

RESIDENTS OF ALL AGES,
CULTURES, AND
BACKGROUNDS FIND SAFE
AND WELCOMING PHYSICAL
PLACES TO MEET AND
INTERACT WITH OTHERS OR
TO ENGAGE IN INDIVIDUAL
PURSUITS.

RESULT 3A

(High Priority)

Library users enjoy the library as a gathering space, meeting space and cultural center for their community.

Analysis

DPL facilities are the places where our community gathers. Programs for all ages, meeting space for community groups, and comfortable and inviting gathering spaces welcome customers.

Successes

- Early learning spaces provide an opportunity for children, parents and caregivers to meet, play, and interact.
- Art displays in libraries.
- Partnerships expand the range of engagement opportunities.
- Meeting spaces bring in a diverse set of organizations and people.
- DPL worked with architects to analyze current facility needs.

Challenges

 DPL falls below library standards for square footage per population, an indicator that more space is needed to meet this result. • The population of Deschutes County is growing at a rapid pace.

Future Trends

• The 2016/2017 budget set aside reserve funds for future facilities.



Reading at Downtown Bend

RESULT 3B

(Medium Priority)

Library users browse the collection, conduct research, or engage in personal reflection free from unreasonable disturbances or distractions.

Analysis

DPL continues to adjust facilities to maximize the browsing experience while trying to provide private space for individuals and small groups. Marketing books, CDs and DVDs with face-out displays highlights our collection.

Successes

- The addition of a "hot titles" collection allows for increased browsing opportunities.
- Analysis of the reference collection resulted in reducing redundancies between physical and digital resources which created more space for customers.

 DPL falls below state and national library standards for square footage per population, a possible indicator that more space is needed to meet this result.

Future Trends

 The 2016/2017 budget set aside reserve funds for future facilities.

RESULT 3C

(Medium Priority)

Teens locate and use resources for their personal or recreational interests in a non-intimidating and supportive environment.

Analysis

All of our library facilities have comfortable and inviting teen areas.

Successes

- Staff is trained through DPLU course –
 "Teen Services: Why and How."
- Promotion of services through Linx visits introduces teens to library resources and creates a welcoming invitation to use local libraries. Increase in Teen Summer Reading Program participation.

Challenges

 Circulation of teen physical materials is on the decline.

Future Trends

• Future facilities will allow for innovative services to meet the needs of teens.

FOUR (MEDIUM PRIORITY)

RESIDENTS WHO HAVE
DIFFICULTY ACCESSING
LIBRARY FACILITIES OBTAIN
LIBRARY SERVICES USING
FEASIBLE RESOURCES.

RESULT 4A

(Medium Priority)

Residents of residential care facilities obtain library services.

Analysis

Residents of residential care facilities continue to obtain library services.

Successes

- "Library Rendezvous" brings residential care facility residents to our library.
- Other facilities are served through HomeWord Bound.
- Senior book discussion groups meet in retirement homes or senior centers in the county from September through June to discuss books and topics of interests.
- Opportunity Foundation provides volunteers to deliver materials to the home bound.
- Library volunteers provide book discussion groups in residential care facilities.

Challenges

• No significant challenges exist.

Future Trends

 DPL continues to look for partnerships to help expand our ability to meet the needs of customers unable to reach a library.

RESULT 4B

(Low Priority)

Residents in correctional facilities receive library support.

Analysis

The Library continues to serve correctional facilities on a limited basis.

Successes

- Deschutes County Adult Jail has a paperback collection supported through donations from the Friends of the Bend Libraries.
- Staff provides limited service to Deschutes County Juvenile Justice. Residents participate in the Summer Reading Program.
- Staff provides limited service to J Bar J Ranch. Residents participate in the Summer Reading Program.

Challenges

No significant challenges exist.

Future Trends

• There are no plans to expand services in this area at the current time.



Browsing in Sisters

RESULT 4C

(Medium Priority)

Residents with disabilities obtain library services including materials in formats that meet their needs.

Analysis

The Library strives to serve all customers to the best of our ability.

Successes

- Collections of large print, audio books and downloadable books are available.
- eBooks allow for adjustment of font size for sight-impaired users.
- Information and referrals to the Talking Books and Braille collections are available through the State Library.
- Materials are delivered to residents in their homes and residential facilities who are homebound via HomeWord Bound program.
- "Library Rendezvous" brings residential care facility residents to our library.
- All buildings are ADA compatible.
- Bus services stop at East Bend, Downtown Bend, La Pine, Sisters and Redmond facilities.

Challenges

No bus service to Sunriver Area library.

Future Trends

• The 2016/2017 budget set aside reserve funds for future facilities, which will increase access availability to all.

FIVE (HIGH PRIORITY)

RESIDENTS UNDERSTAND
THE TYPES AND SCOPE OF
SERVICES THAT THE LIBRARY
PROVIDES.

Analysis

In 2015/2016 DPL greatly expanded external marketing of library programs and services. This past year proved to be very successful in getting the word out about the Library.

Successes

- We wrote and produced four additional television ads, four radio ads and four print ads representing people living and using us in an active and dynamic way. The ads are seen in glossy magazines and daily newspapers, on car radios and on television and cable shows to a diverse and targeted audience.
- We launched a marketing campaign with 14 partners across Deschutes County including McDonalds, pizza restaurants, gas stations, etc. The visibility for the marketing program was very high with approximately 90,000 people in contact with our messaging.
- The eNewsletter is distributed to 24,000 people and has become our strongest communications tool at the library! We see the results in the number of people who open and read the newsletter and then often act upon what they have read for example, use a service, buy a ticket, attend a specific program that is highlighted. The eNewsletter is free to produce (outside of staff time) and we have 100% control over the content, distribution and results.
- We gather email addresses from all of our programs – children's, teens and adults – so we are better able to control messaging to these audiences when needed.

- We continue to produce fun and engaging library videos that share what a day at the library looks like, sounds like, feels like.
- The library delivers timely and relevant information about programs and services to a robust following on Facebook.
- We continued with our internal marketing of specific services for our regular users.
- We launched our promotional bags that we use to promote the library and to entice customers to help us gather information through surveys.
- We created a new website that has a dynamic and user-friendly interface. The launch was seamless with very little negative comments or problems with navigation.

Challenges

- Community partner outreach was hard to measure because we don't know exactly how many people took action from seeing our messaging/marketing. We know that the campaign did not translate into very many new library cards within the three month window but it is hard to calculate the overall impact.
- DPL's online resources are not intuitive to some customers.
- Current ILS limitations and administrative rules make it difficult to provide instantaneous library cards.
- It can take up to 10 years to see the results of an effective marketing campaign.

Future Trends

- We will continue to highlight DPL's more user-friendly digital services.
- We will continue to maximize business partnerships to spread the word about the library – using established businesses to promote library information. Reaching people where they live rather than expecting them to come into the library (i.e. restaurants, pubs, coffee shops, gas stations).

We will focus on the newcomers to the area
 newborn babies and their families;
 newcomers moving to the region.

RESULT 5A

(Medium Priority)

Students, parents, teachers and other school personnel understand the resources and scale of support services that the library can provide.

Analysis

Throughout the year we heavily promote library services and resources to teachers, parents, and students.

Successes

- 28,249 students and teachers learned about library services during 756 presentations by library staff.
- Homework Help portal alerts students to major assignments and recommends resources.
- <u>Teacher Request</u> portal provides critical materials to support educators in a timely manner.
- DPL promoted "Know School" highlighting teacher, student and parent resources available. Information was posted in event guides and promoted by staff.
- Librarians attend meetings of school media managers in order to promote services and offer recommendations.

Challenges

 At least 11 schools are interested in acquiring Library Linx, but additional funding and staffing could be required.

Future Trends

 DPL has a project team tasked to identify practices for local school services, and making recommendations for the future of Library Linx.



Royal Tea Party

Table 1 – Circulation/Attendance Ratio

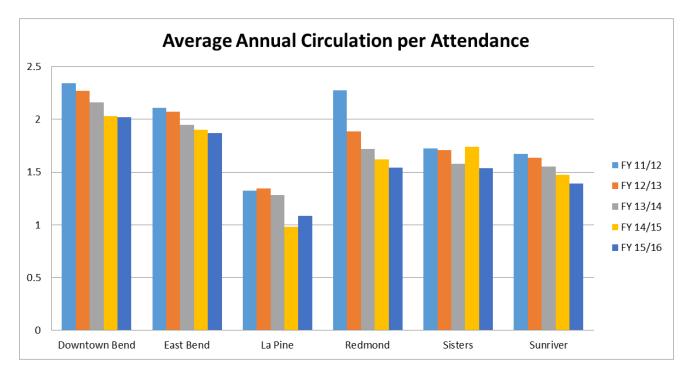


Table 2 - District Circulation

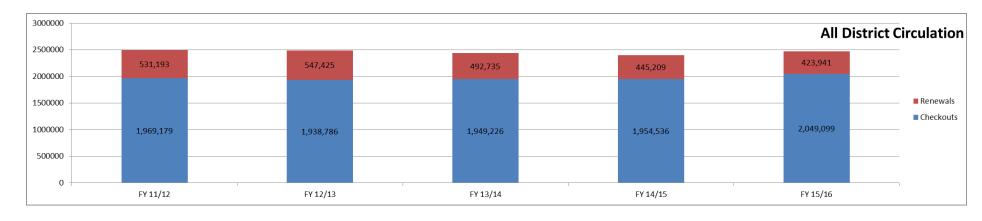


Table 3 – District Attendance

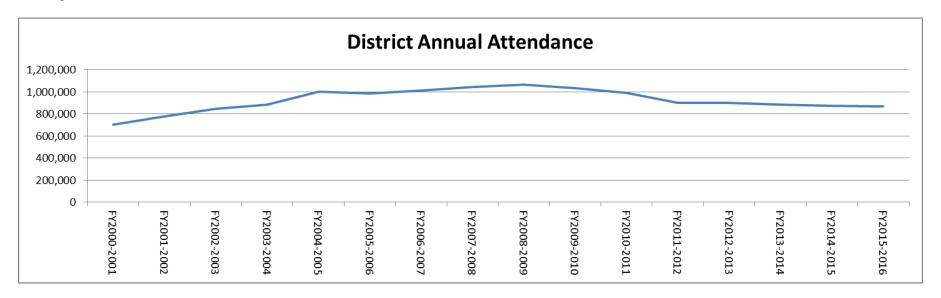


Table 4 - Annual Attendance Comparisons by Branch

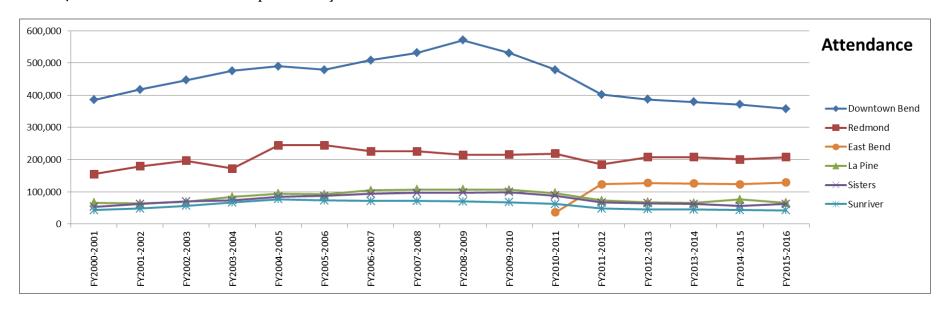


Table 5 – New Cards Issued District-Wide

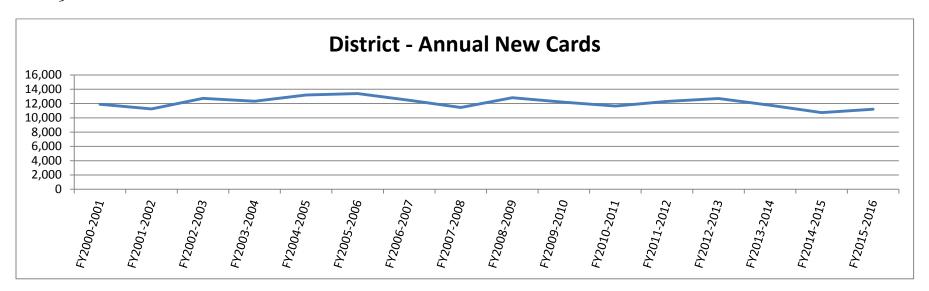


Table 6 - District Circulation by Format

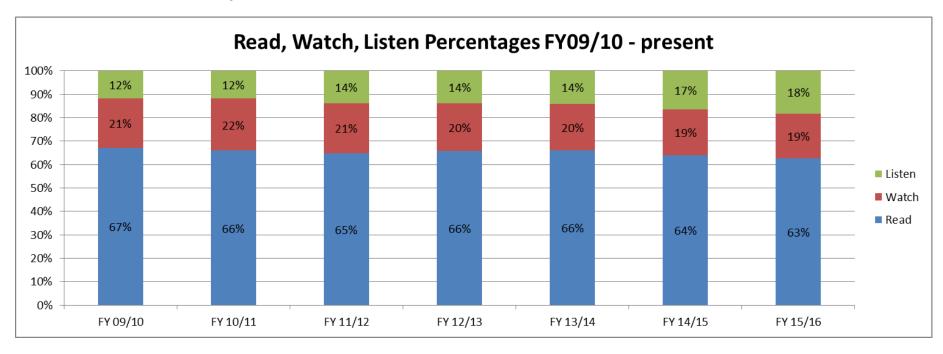


Table 7 – District Reading by Format

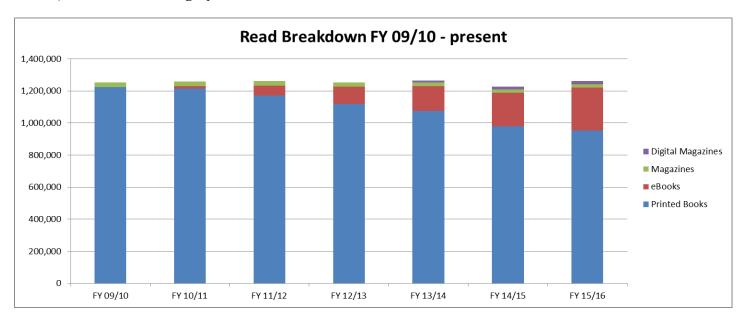


Table 8 - District Viewing by Format

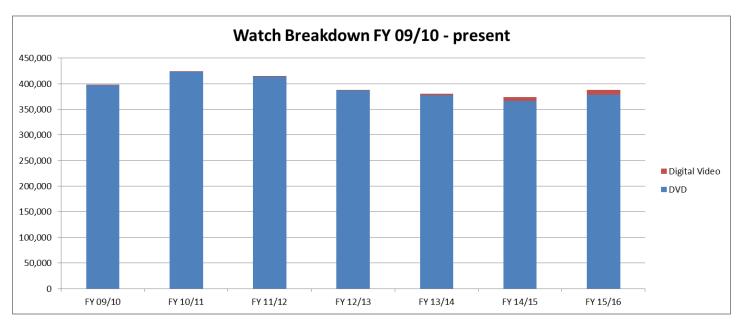


Table 9 - District Listening by Format

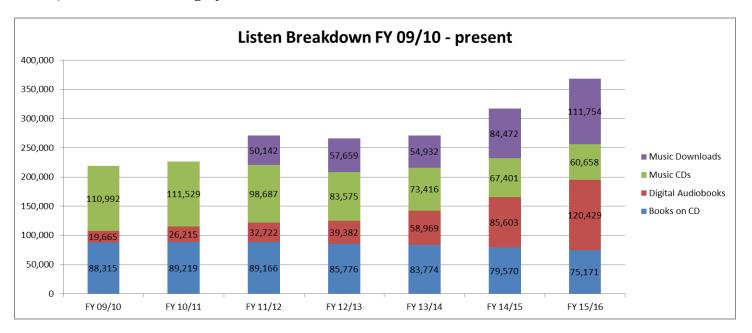


Table 10 – District Circulation by Age Genre

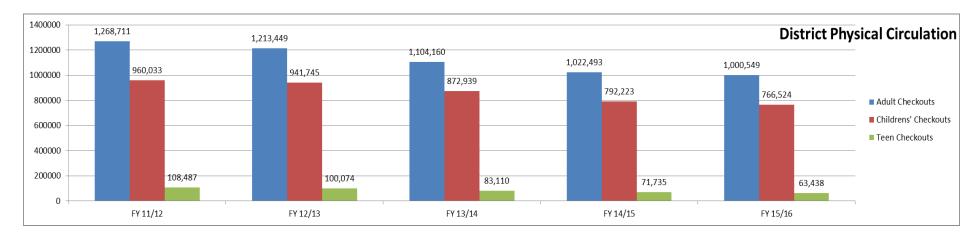


Table 11 – District Circulation by Location and Digital Formats

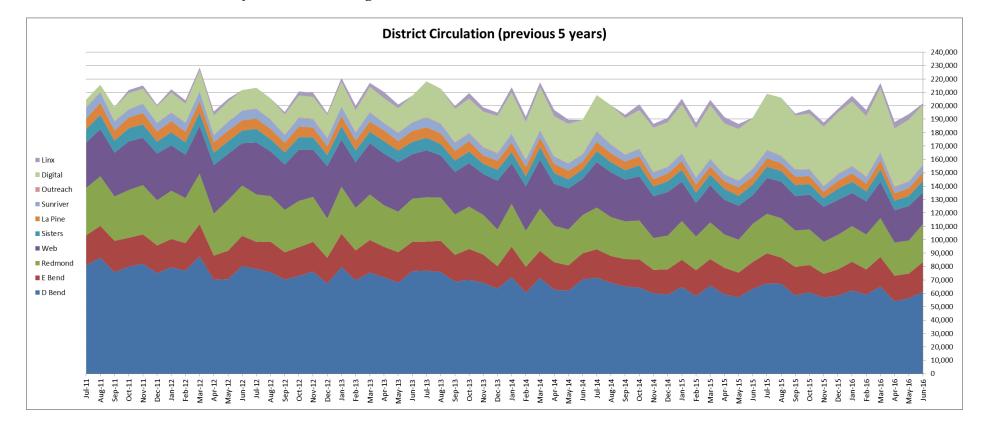


Table 12 - Facility Square Feet Per Capita

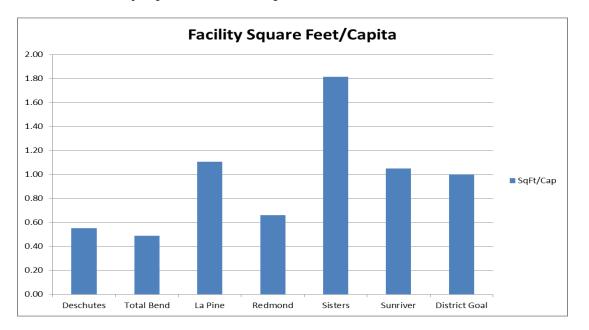


Table 13 - Book-A-Librarian

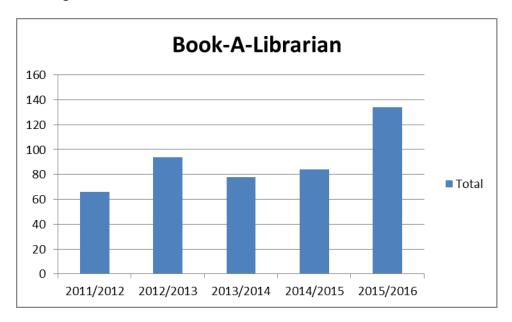


Table 14 - Oregon Library Comparisons (2014/2015) - Circulation per Capita

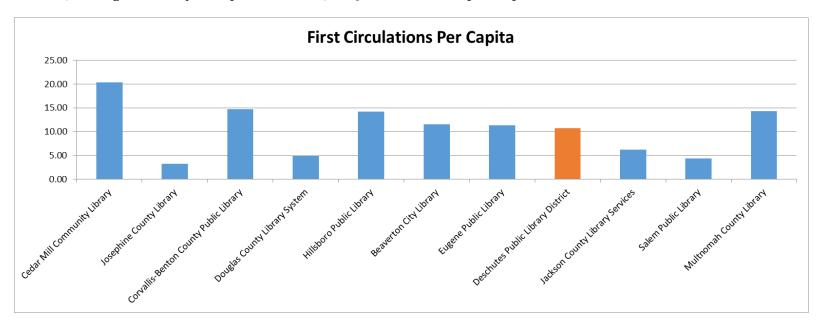


Table 15 - Oregon Library Comparisons (2014/2015) - Digital Downloads per Capita

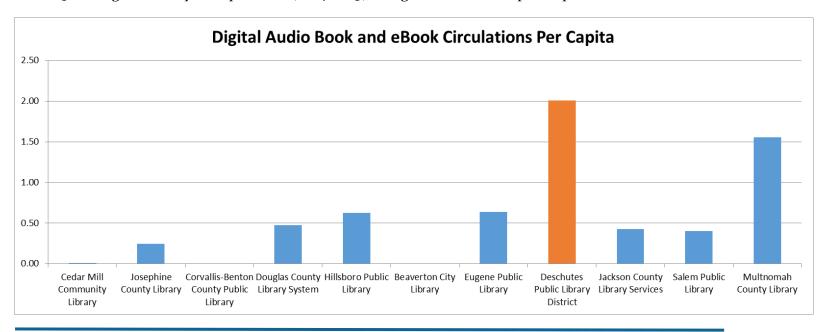


Table 16 - Public Website Overview

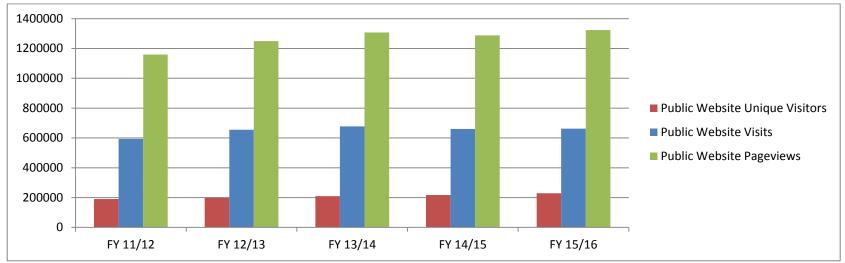


Table 17 - Oregon Library Comparisons (2014/2015)

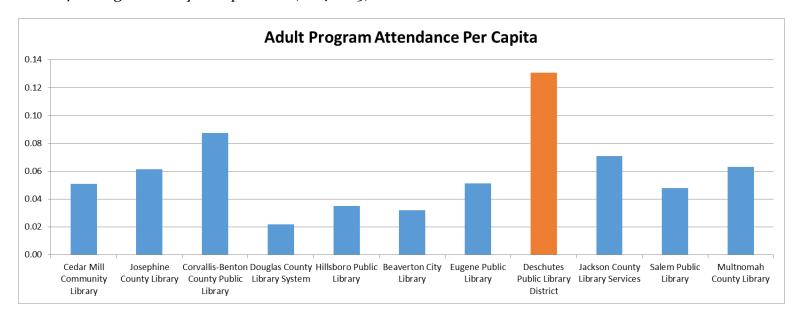


Table 18 - Oregon Library Comparisons (2014/2015)

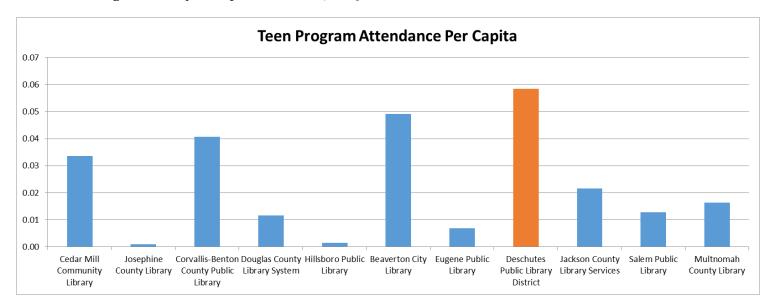


Table 19 - Oregon Library Comparisons (2014/2015)

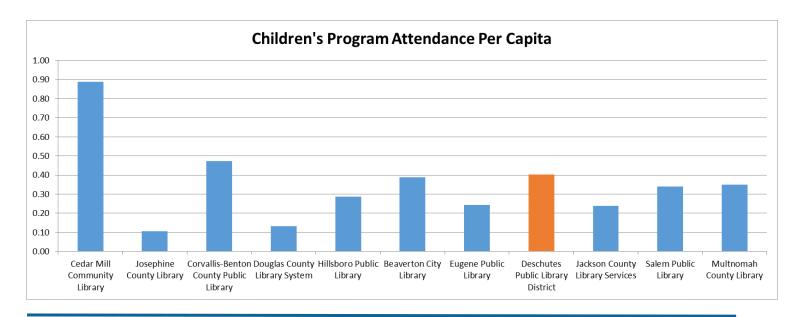


Table 20 - Formal Partnerships

Partnerships are vital to the successful operation of the Deschutes Public Library. Cooperation with other agencies expands our ability to successfully achieve Board Results Policies. Formal partnerships are ongoing commitments that may have been established with a memorandum of understanding.

- AARP Volunteer Income Tax Assistance Program provides tax assistance for all ages at our libraries
- Cascade East Transit-Transit stops at Downtown Bend, East Bend and Redmond libraries
- **Central Oregon Writers Guild** DPL and Rotary partner with the guild for the annual 4th Grade Picture Book Contest
- COCC Continuing Education—DPL partners with COCC Continuing Education to provide relevant classes in our meeting rooms
- Crook County School District Community Librarian Julie Bowers provides services to Brothers School
- **Deschutes County School Districts**—DPL partners with Bend-La Pine and Redmond school districts to provide the Linx program to our students, and provides booktalks and programming to all schools. Participate in Lunch and Learn (Bend), Eat Read Play (Redmond), migrant school, and Brain Camp during the summer. Coordination with Planning Principal of Redmond's upcoming Redmond early Learning Center in determining library services.
- Goodwill Job Connection DPL partners with Goodwill to teach resume classes in Bend and Redmond
- Friends of the Bend, Redmond, Sisters, Sunriver and La Pine libraries Friends groups support DPL through fundraising efforts and support of art committees
- **Foundation Center** DPL is a Foundation Information Network (FIN) partner and provide information and training for nonprofits seeking funding
- **High Desert Education Service District** Participate in the PK-3rd Initiative (Early Learning Fairs, storytimes at catchment schools, member of the Advisory Council) Provide story times at Early Intervention/Early Childhood Special education preschool at various sites in Deschutes County. Josie Hanneman and Gaby Hernandez attends meetings to plan community involvement
- **High Desert Museum**—DPL has partnered with the High Desert Museum to provide guest passes to library card holders and the museum holds programs in the library. The museum provides free twice-monthly Animal Adventures storytime programs at several library branches
- NeighborImpact DPL has partnered with NeighborImpact to provide financial literacy programming during MoneySmart Week, as well as an ongoing partnership with the Head Start program. DPL awarded Head Start 2015 Partner of the Year
- Nonprofit Association of Oregon DPL is a member and partners with the NAO for nonprofit events
- Red Cross—DPL has partnered with the Red Cross of Central Oregon to provide blood drives at our libraries
- SNAP Supplemental Nutrition Assistance Program provide assistance with signing up to receive food benefits

- Thrive Social Services Sarah Kelley, Master of Social Work, has weekly office hours at Redmond and Bend libraries
- Volunteer Connect—DPL has partnered with Volunteer Connect to provide Volunteer Fairs and place volunteers in our libraries
- WorkSource—DPL partners with WorkSource partners COIC and the Oregon Department of Employment to provide relevant classes and programming to support our local job seekers

Table 21 - District Informal Partnerships

Informal partnerships are commitments for a single event.

- Advertising Federation of Central Oregon—Marketing and Communications Manager Chantal Strobel serves as a member
- Arts and Culture Alliance— Assistant Director Kevin Barclay is board chair
- **Association for Library Services to Children** Community Librarian Paige Bentley-Flannery chairs the Notable Children's Books Committee
- Bend Chamber of Commerce—Director Todd Dunkelberg and Community Librarian Liisa Sjoblom serve as members
- Bend Cultural Tourism Fund Commission-Assistant Director Kevin Barclay serves on the commission
- Bend Downtown Business Association—Library is a member
- Bend Genealogical Society—Community Librarian Nate Pedersen is a member
- Better Together, 8+9 Workgroup—Community Librarian Josie Hanneman participates in the workgroup
- **Central Oregon Public Information Officers** Marketing and Communications Manager Chantal Strobel is a committee member
- Child Care Resources—Public Services Manager Heather McNeil serves as a trainer for care providers on storytime skills and early literacy
- Citizens4Community Sisters Supervisor Zoe Schumacher participates
- City Club of Central Oregon—DPL Managers are members and attend monthly. Community Librarian Liisa Sjoblom is a board member and treasurer
- **Central Oregon STEM Hub, Community Literacy Workgroup**—Community Librarian Josie Hanneman participates in meetings, and the library is an organizational member
- **Central Oregon collaborative of the Oregon Health Authority**—Community Librarian Josie Hanneman maintains a relationship with this health-oriented group
- **COCC Barber Library**—Community Librarian Nate Pedersen maintains collaborative relationship with staff at COCC library
- Commute Options Community Librarian Alyssa Bennett serves as liaison
- Culver School District Supervisor Zoe Schumacher is a board director

- Des Chutes Historical Museum Community Librarian Nate Pedersen is board president
- Deschutes County Access to Justice Committee Community Librarian Nate Pedersen is a member
- Deschutes Cultural Coalition —Assistant Director Kevin Barclay serves on the Board
- Economic Development for Central Oregon Director Todd Dunkelberg is a member
- Environmental Center of Central Oregon Community Librarian Liisa Sjoblom is a member
- Family Resource Center—Public Services Manager Heather McNeil serves as a workshop trainer on early literacy for parents
- Festival of Cultures Board-Latino Services Specialist Gabriela Hernandez-Peden is on the board
- Greater La Pine Adult Education Committee—Community Librarian Roxanne M. Renteria serves on the committee
- Homeless Leadership Coalition—Assistant Director Kevin Barclay is an executive board member
- Housing Works-Provide programming and promote library services in Bend and Redmond at various Housing Works sites
- La Pine Chamber of Commerce—DPL is a member, Community Librarian Roxanne M. Renteria attends events
- Latino Community Association Latino Services Specialist Gabriela Hernandez-Peden is a board member
- Leadership Redmond –Community Librarian Jenny Pedersen, Outreach Librarian Jo Caisse and Latino Services Specialist Gabriela Hernandez-Peden are graduates. Jenny Pedersen presents on the library
- League of Women Voters Community Librarian Julie Bowers is a member
- Mount Bachelor Rotary Club Director Todd Dunkelberg is a board member
- Network of Volunteer Administrators Volunteer Services Coordinator Judy England serves on the leadership committee
- Nonprofit Association of Oregon Community Librarians Nate Pedersen and Jenny Pedersen are members
- Opportunity Foundation-OFCO Clients deliver materials to assisted living facilities for DPL. Community Librarian Alyssa Bennett is the liaison
- Oregon Humanities Marketing and Communications Manager Chantal Strobel serves on the board of directors
- Oregon Library Association Answerland Community Librarian Jenny Pedersen acts as local liaison to the statewide virtual reference service
- Oregon Library Association Children's Services Division Public Services Manager Heather McNeil and Community Librarian Josie Hanneman serve on the Evelyn Sibley Lampman Committee. Hanneman served on the Mock Caldecott Committee. McNeil served on the OLA/OASL Integration Committee
- Oregon Library Association Conference Planning Committee Community Librarian Liisa Sjoblom serves as chair
- Oregon Library Association Legislative Committee Community Librarian Nate Pedersen is a member
- Oregon Library Association Oregon Authors Committee Collections Librarian Catherine Jasper and Community Librarian Josie Hanneman are members.
- Oregon Library Association Public Library Division Assistant Director Kevin Barclay is President of the Board
- Oregon Library Association Technical Services Round Table Assistant Director Lynne Mildenstein serves as chair

- Oregon State Library Statewide Database Licensing Advisory Committee Community Librarian Jenny Pedersen is a member.
- Oregon State University Cascades Campus Expansion Advisory Committee Director Todd Dunkelberg serves on this committee
- Partnerships for Young Children—Public Services Manager Heather McNeil serves as a member
- PATHWorks Steering Committee Housing Works' family self-sufficiency program. Jenny Pedersen is a member
- Paulina Springs Bookstore Community Librarian Paige Bentley-Flannery provides programming
- PEO—Public Services Manager Heather McNeil is a member
- **Public Agency Network HR Colleagues** work with COCC to develop training courses for all public agencies. HR manager serves on the committee.
- Public Information & Marketing Officers Organization Marketing and Communications Manager Chantal Strobel is a member
- Redmond Area Toastmasters-Community Librarian Jo Caisse is secretary
- **Redmond Chamber of Commerce**—Community Librarian Jenny Pedersen is a member. The Redmond Library hosts an annual Coffee Clatter and participates in the Business Hop
- Redmond Downtowner's Association-Public Services Manager Michele DeSilva is a member
- **Redmond Historical Society** Community Librarian Jenny Pedersen is a member.
- Redmond Professionals Network Community Librarian Jenny Pedersen attends meetings
- Rotary Club of Sisters Sisters Supervisor Zoe Schumacher is a member
- SCORE—Community Librarians Liisa Sjoblom and Jenny Pedersen serve as contacts for this partnership
- Senior Care Network of Central Oregon Community Librarian Jenny Pedersen is a member
- **Sisters** 4th **Friday Art Stroll** Sisters Library participates
- **Sisters Art Association** Sisters Library is a member
- **Sisters "Books for Kids" Program** Community Librarian Paige Bentley-Flannery is a presenter and Supervisor Zoe Schumacher serves on the planning committee
- **Sisters Chamber of Commerce**—Community Librarian Paige Bentley-Flannery and Supervisor Zoe Schumacher are members
- Sisters Elementary Summer School Community Librarian Paige Bentley-Flannery provides programming
- **Sisters Halloween Parade** Community Librarian Paige Bentley-Flannery and Supervisor Zoe Schumacher serve on the planning committee and volunteer for the event
- **Sisters Parks and Recreation** Community Librarian Paige Bentley-Flannery provides programming for the Afterschool Group during the school year
- Sunriver Chamber of Commerce DPL is a member, Community Librarian Roxanne M. Renteria attends events

• United Way of Deschutes County - Director Todd Dunkelberg serves on the Board

Table 22 -Community Visibility and Presence

District staff maintains memberships and involvement in a number of community groups as well as state and national professional library associations.

- 4-H, OSU Extension, Deschutes County—Community Librarian Josie Hanneman liaises with this group to coordinate mutually beneficial STEM programming, meeting room use, reduction of duplication, and youth volunteerism
- AAUW—Community Relations (CR) staff works with AAUW to coordinate programs of civic dialogue with an emphasis in women's issues
- Allied Arts CR programming support
- Americana Project CR programming support
- Arts Central CR programming support
- Bank of the Cascades CR programming support
- Barnes and Noble Programming
- Bend Bulletin Community librarian's contribute children's book reviews
- Bend High School CR programming support
- Bend-La Pine School District's Lunch and Learn Program Programming
- Blue Sky Gallery CR programming
- Boys and Girls Club of Bend —Community Librarian April Witteveen provides programming
- Boys and Girls Club of Redmond Provide programming and other library services
- Brookside Place Programming
- Caldera Center for the Arts CR programming support
- Census Bureau, Statewide Data Center Community Librarian Liisa Sjoblom is a representative
- Central Oregon Adult Foster Care Programming
- Central Oregon Council on Aging Programming
- Central Oregon Film Festival Programming and Community Librarian Jenny Pedersen serves as a judge
- Central Oregon Pediatrics Association Pediatricians participated in distribution of Early Literacy calendars
- **Central Oregon Showcase Choir** CR programming support
- **Central Oregon Writers Guild** 4th grade book contest
- **Child Care Resources**—DPL participates in a cooperative grant for story time kits for care providers, Story Time Skills training for care providers, and early literacy training for parents

- COCC Art Department CR programming support
- **COCC English Department** CR programming support
- **COCC Foundation** CR programming support
- COCC History Department CR programming support
- **COCC Science Department** CR programming support
- **Deschutes Brewery** CR programming support
- **Deschutes County Cultural Coalition** CR programming support
- Deschutes County Day Care Centers—provide programming
- Deschutes County Juvenile Justice Programming
- Deschutes County Jail-Monthly delivery of paperback books to jail
- **Deschutes County Private Schools** Promote library services and summer reading programming at various private schools throughout Deschutes County
- **Deschutes County Health** Library staff attend Woman Infants Children (WIC) events in Bend, Redmond and Sisters. Also provide programming and story times.
- **Deschutes County Historical Society** CR programming support
- **Deschutes County Preschools**—DPL volunteers, trained by library staff, present weekly early literacy story times. Story times are also provided by library staff throughout the county. Latino Services Specialist Gabriela Hernandez-Peden conducts Spanish story times at sites in Bend and Redmond.
- Deschutes County Project Wildfire CR programming support
- DIY Cave CR programming support
- Early Learning HUB Public Services Manager Heather McNeil attends meetings
- Environmental Center of Central Oregon CR programming support
- Family Resource Center—workshops on early literacy
- FACT (Families and Communities together) collaboration; participation in FACT family nights
- Festivals and Fairs
 —Northwest Crossing, Children's Festival, Deschutes County Fair, Music on the Green, Festival of
 Cultures, Redmond Chamber Business Expo, Redmond Chamber Halloween Festival, Redmond Chamber Charm Festival,
 MODA Employee Event
- Footprints Preschool Community Librarian Roxanne M. Renteria provides twice monthly storytime visits to the Early Childhood Special Education Preschool
- Friends of Timberline Lodge CR programming
- **Girl Scouts of Oregon and Southwest Washington**—Community Librarian Josie Hanneman liaises with this group to coordinate mutually beneficial ongoing STEM programming

- **Head Start**—Community Librarians Jo Caisse, Julie Bowers, and Roxanne M. Renteria and Latinos Service Specialist Gabriela Hernandez-Peden provide twice monthly storytime visits
- Healthy Beginnings provide early literacy screenings in Redmond and programming partner district wide
- Herringbone Books of Redmond programming
- **High Desert Maker Mill** CR programming support
- J Bar J Ranch Programming
- Japanese Association of Central Oregon CR programming support
- **KPOV radio** Community Relations staff coordinates programs and media coverage through this local community radio station
- La Pine Middle School—Community Librarian Roxanne M. Renteria offers a monthly Paperback Book Swap and STEAM Team program for students during lunch
- La Pine Park & Rec—Community Librarian Roxanne M. Renteria is a member of the Adult Education Committee and attends quarterly meetings; and offers monthly STEAM Team programs for children 6-11 and 12-17 who attend the after school HUB program
- League of Women Voters CR programming
- Les Schwab CR programming support
- Nancy R. Chandler Traveling Scholar Program CR programming support
- NeighborImpact Head Starts—programming/early literacy story times and training
- Olla Padrilla (Redmond Service Group) programming
- Oregon Community Foundation CR programming support
- Oregon Council for the Humanities CR programming support
- OHSU CR programming
- **Oregon Museum of Science and Industry**—CL Josie Hanneman participated in community listening meeting to share CO's STEM needs with OMSI and better understand OMSI's role in the state
- Oregon Natural Desert Association -- CR programming support
- Oregon Nikkei Center CR programming support
- Oregon State University CR programming support
- OSU-Cascades Low Residency MFA CR programming support
- OSU Extension Service CR programming support
- Paulina Springs Bookstore of Sisters programming
- Plaza Comunitaria programming
- Redmond Area Parks and Recreation: Partnership with "Summer in the Park" program to promote Summer Reading Program

- Redmond Fire and Rescue—various community programs and staff trainings organized by CL Josie Hanneman and safety committee member Renee Borys
- **Redmond Historical Society**-Genealogy presentations
- Redmond Proficiency Academy programming
- **Redmond School District's ELL program** (Programming/Dia) Partner with school district to promote library services to Latino community
- **Redmond School Media Managers** DPL staff work with a coalition of Redmond media managers to provide ongoing educational sessions and share expertise
- **Redmond Title 1A** DPL staff hosted or attended parent education events for Title 1A programs at all Redmond elementary schools and hosted events at the library
- Redmond Rotary Club Partnership between DPL, Central Oregon Writers Guild and Rotary
- Redmond Service League Community Librarian Jenny Pedersen speaks at meetings annually
- **Redmond Spokesman** Community Librarians Jenny Pedersen and Josie Hanneman contribute a monthly column featuring library services, programs and resources
- Redmond Welcome Baby Group outreach
- Rosland Elementary—Community Librarian Roxanne M. Renteria conducts weekly storytime for preschoolers and kindergarteners
- Sisters Area Book Clubs Community Librarian Paige Bentley-Flannery gives quarterly book talks
- **Sisters Art Stroll** Sisters Library is part of the monthly art stroll.
- Sisters Christian School The Library supports this school with school visits and assignment alerts
- Sisters Folk Festival Sisters Imagination Station sponsor; Sisters Library hosts annual displays
- **Sisters Parks and Recreation** -Parks and Rec visits the Library for summer programs and events. Community Librarian Jo Caisse worked with SPRD to provide additional computer classes for seniors
- **Sisters Quilt Show** The Library displays quilts for the annual quilt show
- Sisters Rodeo Memorabilia on display annually at the Sisters Library
- **Sisters Rotary Club** The Library provides material for the "Books for Kids" program
- **St. Charles Family Clinic of Redmond Reach Out and Read** Community Librarian Julie Bowers provided early literacy storytime training and support
- **St. Charles Family Care Pediatrics of Redmond**—Community Librarian provides early literacy information and general library resources for their waiting room, plus works with pediatricians to include early learning information in doctor visits
- St. Vincent De Paul (Redmond)-Distribution of shower passes; (Sunriver)-Donation collection truck on site one day per week
- **Starview Foundation** CR programming support

- **Summer Reading Partnerships**—one-off programs done with Oregon Olympic Athletics and Crook County Search and Rescue, organized by CL Josie Hanneman
- Sunriver Books & Music CR programming support
- Sunriver Nature Center and Observatory CR programming support
- Three Rivers K-8—Community Librarian Roxanne M. Renteria conducts a monthly Paperback Book Swap for middle school students
- **Tin Pan Alley Theatre** CR programming support
- Tower Theatre Programming
- University of Oregon CR programming support
- **United Way of Deschutes County** Public Services Manager Heather McNeil is working with them to reinstate the Read It! Project
- Upper Deschutes River Coalition: Meet at Sunriver Library, various committees