

1. Work in partnership with the City and stakeholders to continuously improve the user experience in Library and Museum spaces and with Library and Museum collections.

A) Implement an inviting and accessible experience to the Library.

Changes/Updates:

- Add the museum to this goal.
- Improve signage to clearly differentiate between spaces.
- Review the phone system to reduce frustrations—especially when callers are sent to voicemail instead of being assisted.
- Create a process for transferring museum-related inquiries from the library.
- Conduct a general patron survey, including questions such as:
 - “Why did you come in today?”
 - “What was your favorite thing here today?”
- Expand digital mapping tools:
 - Include parking locations
 - Add digital guides within the library

Accomplishments:

- Visitors are intentionally welcomed—this has received positive feedback.
- Staff or volunteers are consistently present at access points (though this is challenging due to limited hours and reliance on volunteers).
Note: Volunteer involvement requires ongoing oversight and training; it affects both accessibility and front desk interactions at the museum and library.
- Displays reflect and engage the community’s diversity.
- Physical spaces are clean, organized, and visually appealing.
- Cultural pass program is available.
- Community uses the space for meetings, programs, and services (co-location).
- Online room reservations are available.
- Use of the wand has helped reduce negative interactions.

Priorities:

- Update signage across the library and museum.
- Conduct a library survey in FY26.
- Recognize that collections extend beyond physical materials.
- Analyze usage of digital resources to identify strengths and improve marketing.

- Develop a strategy to promote our multiple identities:
 - Physical
 - Digital
 - Cultural

B) Improve street-level access to Museum and Library resources.

Accomplishments:

- Created QR codes linking to:
 - Digital newspapers
 - Photo project
 - Remote printing
 - Plaza programs
- Developed an **app bookmark** for easy digital access.
- Deployed “**Bring ‘em Backs**” at City Hall to encourage library visits.
- Launched a **book share program** through the Library Advisory Board.
- Travis has advanced **digital street-level access** by improving our website and optimizing presence on platforms like Google.
- Museum hours are now listed on **both physical and digital calendars**.
- Utilized **museum windows** and **Culture Corner** in the library to maintain visibility even when closed.
- **Plaza programs and outdoor events** help bring services to street level.
- Held **pop-up events** to increase community presence and visibility.
- Distributed **magnets with QR codes** to promote programs—expand this initiative.
- **Note:** Wayfinding and physical signage still need attention.

Changes/Updates:

- Advocate for improved **street-level signage** to increase visibility and accessibility.
- Clearly communicate **library/museum partnership details**, especially **hours of operation**.
- Consider investing in a **digital billboard**—a cost-effective solution for signage that saves staff time, improves marketing, and reduces community confusion. Enhances **accessibility** and goodwill.
- Strengthen partnerships to **maximize reciprocity** (e.g., SPLHM presence at Drifters—could their mascot help promote Summer Reading and boost awareness?).
- **Connect partners with relevant resources** (e.g., Chamber of Commerce, Small Business Development Center, LCC) to promote library tools for business planning and development.
- For **Goals A & B:** Use passive/interactive tools like a **bean jar** for community feedback.

- Coordinate with other departments to manage **remote book drop retrieval**.
- Support the **Illumination Project**.
- Leverage board members to help keep information about the Library/Museum updated at local venues (e.g., Bob Keefer Center, Gateway).
- Add **elevator signage at ground level** to direct people to our spaces.
- Install **information kiosks** around town (Library Advisory Board concept).
- Use **Little Free Libraries** for outreach: include promotional materials and “bring ‘em back” books with info inside.
- Distribute **QR codes and marketing materials** in high-traffic areas (schools, medical/dental offices, etc.).
- Add **QR codes** near book drops to promote resources and services.

C) Continue efforts to digitize and then make accessible fragile Museum collections.

Accomplishments:

- Digital museum collections have quadrupled **over 6,100** items are now available online!

Changes/updates:

- This work depends on continued **LSTA funding** to support Sara’s work.

Priorities:

- **Increase outreach and promotion**, especially with the University of Oregon. Enlist the Board’s support in spreading the word.
- **Secure ongoing funding** to sustain and grow the digital collection.

D) Evaluate patron space use and collection access in the areas touched by the library’s 2023 remodel.

Accomplishments:

- Positive patron feedback and increased visibility of the **Friends’ Sale** led to higher sales.
- **New meeting spaces** have been added, with **50% average occupancy**.
- Improved **back-of-house organization** supports smoother front-of-house operations.
- **Expanded teen area** allows for more teens and supports multiple activities simultaneously.
- **Acquisitions, processing, and mending** areas are now more efficient.
- **Staff workspaces** have improved—librarians now have private offices, reducing noise during online and in-person meetings.
- Overall, the **workspace layout is more functional and organized**.

From support groups:

- Changing direction of shelves in KT made it more mobility friendly
 - Self check near KT good for families
 - Survey/official evaluation (possibly do at in-service/training day- do walk through)
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2. Celebrate opportunities for coordination between the Museum and the Library.

Priorities:

- Keep the current goal—it reflects ongoing community needs. Shift tactics, not the goal.
- Continue to expand the partnership with intention and purpose.
- Maintain strong communication between the Library and Museum.
- Create and regularly update a shared outreach blurb with key messaging—consider using a Teams channel, intranet page, or both.
- Increase info-sharing in Teams.

A) Share the story of the Library and Museum working together.

Priorities:

- **Unified Approach:** Focus on *we*, not *us vs. them*—the library and museum are partners.
- **Library Card Handout:** Ensure the tri-fold includes a tour map, QR code, and key info. Consider folding the museum flyer inside.
- **Adult Programming:** Increase visibility and promotion of museum-centered events for adults, especially if overall programming is reduced.
- **Joint Branding:** Launch a shared logo for the Library and Museum (SPL & SHM). Add it to library cards and shared materials.
- **Patron Survey:** Include questions about both organizations and how the partnership works.
- **Newsletter:** Share joint event highlight stories (e.g., Día de Muertos, exhibit-based programs) in the combined newsletter.
- **Culture Corner:** Redesign to be more eye-catching and engaging.

Changes/Updates

- **Desk Scheduling:** Explore ways to support public desk coverage at both locations using tools like LibStaffer.
- **Digital Access:** Add museum collection links to public computer landing pages.
- **Grants:** Pursue more joint grant applications to diversify funding opportunities.
- **Social Media:** Develop a coordinated posting plan—consider a single account, while addressing the challenge of differing hours/locations.
 - *Note:* Research how other institutions (e.g., Corvallis, Philomath museums) manage this; use color coding to distinguish posts/events.
- **Partnership Links:** Ensure partner organizations link back to both the Library and Museum websites.
- **Visibility:** Add the new joint logo and info to library cards for consistent public messaging.

Accomplishments:

- **Website Integration:** Library and museum are both featured on weheremindsgrow.org; includes photos and catalog access.
- **Volunteer Coordination:** Improved collaboration in volunteer management.
- **Cross-Training:** On-call staff are trained to support both Library and Museum functions.
- **Culture Corner:** Launched as a shared space for cultural engagement.
- **Shared Messaging:** Regularly include both institutions in communications (e.g., “Renew your card—visit the museum!”).
- **Diversified Funding:** The variety of funding sources across both organizations is a strength.
- **Joint Identity:**
 - Branding as SPL & SHM is reflected in email signatures and logos.
 - Shared newsletter and coalitions.
 - Support from Friends and the Foundation now includes museum initiatives.
 - Museum display case located in the library (co-location visibility).
 - Museum desk scheduling is integrated into LibStaffer.

B) Closely collaborate on Museum special exhibits, large-scale community programming, and outreach opportunities.

Priorities:

- Improve **staff awareness** of upcoming Library and Museum events.
- Add a **shared events calendar link** to the staff intranet, especially for front desk access.
- **Maintain momentum**—promote both Museum and Library at all outreach events.
- **Bring ongoing programs** from one space into the other to increase visibility and engagement.

- Ensure **Museum materials are included at Library outreach** (and vice versa). Include **kid-friendly flyers**, not just exhibit-focused content.
- **Grow and sustain partnerships** through co-produced programs.
- Continue the **Illumination Project**, including school involvement.

Accomplishments:

- Co-produced **Plaza programs** with SPL, the Museum, and community partners.
- Expanded **digital collections**.
- Created and maintained the **Culture Corner**.
- Joint **Library and Museum representation** at outreach events.
- Collaboration between **Teen programs and the Museum**.
- Ongoing **Illumination programming**, including in schools.
- Hosted **Día de los Muertos** events.
- Integrated **Beanstack seasonal challenges** with Museum exhibits.
- Launched the **Dear Stranger Project**.
- Coordinated **school and group tours** for both the Museum and Library.
- Outreach is **fully integrated across both departments**.

Changes/Updates:

- **Reduced outreach capacity**—fewer staff means being more selective and strategic.
- Shift some focus to **in-reach** efforts (on-site engagement).
- Increase involvement of **volunteers and support groups**.
- Develop a **“Museum in a Suitcase”**—a portable, kid-friendly exhibit kit to use at outreach events.
- Offer **storytime sessions in the Museum**.
- Expand the **“Find a Stuff”** activity to include adults and teens when not running in the Library.
- Create **joint activities** (e.g., KT-style scavenger hunts) available at both locations.
- Explore digital engagement ideas:
 - **“Find a Photo”** challenge with digital upload
 - **“Find a Stuff” or puppet in the Museum**
 - **“Find an Artifact”** in an exhibit
- Investigate options to be included in **digital walking tours**.

3. Extend the Library and Museum impact into our community.

- A) **Emphasize outreach activities that provide impact over activities that prioritize visibility.**

Accomplishments:

- Developed effective outreach rhetoric
- Increased community visibility
- ILLUMINATION Project
- Strengthened collaboration with schools through both the Museum and Library
- Organized pop-up library events throughout Springfield, funded in part by state “Ready to Read” grants

Priorities:

- Expand the ILLUMINATION traveling exhibits, especially in schools
- Develop LGBTQIA2S+ ILLUMINATION project
- Support school outreach: Emily will write to the school district to coordinate visits to a broader range of schools annually
- Recruit outreach volunteers, including Spanish speakers
- Strengthen *inreach* by leveraging existing relationships
- Issue library cards at community events—these have a strong impact
- Explore options for self-registration, tour cards, temporary cards, and trial cards
- Recognize and reach underserved populations, such as white males in their 20s–30s
- Develop programming for younger adults
- Identify and engage supporters, whether they have library cards or not; expand how impact is measured
- Grow online user engagement
- Build strategic community partnerships, which will be critical if a library levy is proposed

Changes/Updates:

- Shift outreach strategy from quantity to focused, high-impact engagement with priority populations, especially in relevant contexts
- Emphasize quality over volume—targeted outreach is more effective than doing more
- Prioritize making the library a welcoming and inviting space; increase events that bring the community into the building
- Expand co-location events (partnering with other community programs onsite) whenever possible
- Continue supporting and integrating successful community programs (e.g., Hoots, Babywearing & Bailando, local bands)
- Keep library card sign-ups a central outreach goal
 - Developing a protocol to track whether cards created at outreach bring those people in to check out.

- When designing tech programs, include both seniors and younger, tech-curious users—not just those who are struggling
- Simplify the process for community members to sign up for library marketing—link subscriptions to library card registration or offer at outreach events

B) Ensure equitable access to Library and Museum services for our Spanish speaking community members.

Accomplishments:

- Increased visits from the Latinx community
- Launched bilingual storytime programs
- Hosted native-language authors
- Made the library website more accessible with bilingual content

Priorities:

- Recruit a Spanish-speaking volunteer or staff member for the Museum front desk (explore options with Plaza)
- Translate exhibit signage and information into Spanish (in progress)
- Build and maintain reciprocal partnerships with Latinx organizations
- Expand Wi-Fi access within the museum

Changes/Updates:

- Add QR codes and shelf talkers for immigration and Spanish-language resources in the collection
- Explore tech support services for Spanish speakers—consider a “Please Bother Me” model with partner organizations

C) Develop a plan to diversify Library and Museum staff, stakeholder groups, volunteers, and boards.

Accomplishments:

- Increased representation on the Museum Committee and Library Board
- Expanded community partnerships through the *Illumination* project, including collaborations with Summer Reading Plaza, Spark!, Chiffin, and Title VI programs
- Prioritized Spanish language skills in hiring for on-call and full-time staff positions

D) Focus on community partnerships and co-location opportunities.

Accomplishments:

- Implemented Beanstack for reading engagement
- Hosted Día event at Guy Lee Elementary
- Increased community organization use of library meeting rooms
- Launched *Babywearing & Bailando* program in partnership with Nurturely
- Partnered with Daisy Chain for *Amamantando en Comunidad*
- Collaborated with *Little Hands Can* -- community service craft projects
- Continue to partner with our Lane Consortium of Libraries to enlarge our collection offerings.

Priorities:

- Growth Opportunities:
 - Expand Summer Reading Plaza programs
 - Continue developing *Illumination* traveling exhibits
 - Strengthen partnerships with UO, LCC, SPS, 4J, and Lane ESD

Changes/Updates:

- Explore opportunities to co-locate tech classes with other services
 - Be cautious about commercial influences in programming
 - Launch a speaker series in the library, modeled after the *Fascinating Folks* teen program
 - Partner with the Museum for joint programming
 - Coordinate efforts to cross-promote and market events
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4. Balance the resources needed to provide quality library and museum service to the community with those needed to best support staff engagement, wellness, and growth.

A) Work with stakeholders to cultivate community supporters to advocate on behalf of the Library and Museum.

Accomplishments:

- Hosted successful events including Desi Fest, author talks, Día, and Babywearing with Nurturely
- Launched a Social Media Ambassador program involving the Board, Friends, and Foundation to increase engagement
- Built strong support groups and deepened community relationships
- Created a joint newsletter for all support groups, now reaching 900 subscribers

Priorities:

- Continue cultivating strong community stakeholders, including individuals willing to advocate publicly for the library
- Create an internal staff directory on the intranet highlighting individual skills and expertise (e.g., TH is great at editing), to foster collaboration
- Maximize resources by aligning and co-locating programs with existing initiatives (e.g., Desi Fest, author events, Día, Babywearing with Nurturely)

B) Prioritizing a supportive team environment that allows staff to successfully manage the varied services provided to the community by the library and museum.

Accomplishments:

- Increased support from on-call staff for processing book drops and filling more shifts
- Successfully leveraged partnerships to co-locate and deliver programs with reduced staff burden (e.g., Día, DesiFest, *Babywearing* and *Amamantando*)
- Invited staff from across City Hall to help at plaza programs during the summer.

Priorities:

- Ensure communication is clear, efficient, and inclusive
- Evolve work team structures and project workflows across departments (TS, PS, Reference, Tech, Marketing)
- Continue to strengthen and lean into community partnerships
- Foster a supportive, collaborative team culture rooted in gratitude
- Encourage staff flexibility—more team members (including new and on-call staff) taking on shifts
- Embrace the need for change and increased efficiency in operations
- Re-center efforts on core priorities and shared organizational goals
- Rethink meetings: make them more task-focused, with clear timelines and outcomes

C) Provide adequate time for staff to celebrate successes, move through challenges, and engage in professional development.

Accomplishments:

- Increased interdepartmental collaboration, including support from Plaza Program volunteers
- Hosted staff in-service days and training sessions that combine celebration with productivity through small group projects
- Fostered a culture of joy and connection by sharing food and recognizing achievements
- Sent all staff to the Oregon Library Association (OLA) conference
- Invited City Hall to vote on bookmark designs
- Launched museum exhibits on housing and water treatment, with Beanstack tie-ins
- Improved staff communication through a more user-friendly intranet and daily team check-ins
- Enhanced training on documentation
- Used personal anecdotes to highlight staff accomplishments and professional development participation

Priorities:

- Acknowledge the significant effort required to effectively manage volunteers
- Seek collaborative programming opportunities, such as Spark for tech support or engaging groups like the Boy Scouts to participate in events
- Increase transparency and internal communication so staff understand what's happening and why
- Support a culture of recognition through regular staff celebrations, including top-down appreciation from managers (not just outcome-based recognition)
- Prioritize dedicated time—even during business hours—for team culture-building and reflection

- Address challenges with clear, timely communication

Changes/Updates:

- Design programs that allow participants to earn service hours without requiring full volunteer onboarding—while ensuring this doesn't add extra workload
- Explore ways to involve existing programs (e.g., Cosmic Club) in preparing materials or supporting events
- Install comment boxes to gather ongoing feedback

From Board: Nominate staff for awards to help them feel appreciated