Strategic Planning Goals

- **To clearly identify desired directions**

- **To prioritize directions**

- **To align all resources to support the directions**
  - ➢ **Staff**
  - ➢ **Budget**
  - ➢ **Space**
  - ➢ **Collections**
  - ➢ **Programs**
  - ➢ **Web site**
  - ➢ **Measurement and evaluation**

Aim: Constancy of purpose—clear to everyone in the system; includes purpose or mission and plans for the future.

1. **Mission: promise made to customers and funders that identifies who will be served, what they will receive and for what purpose.**
2. **Vision: describes the library in the future perfect sense; a work picture to spur the imagination for the possible.**
3. **Values: clarify the enduring principles for which the library stands; guides decision-making for everyone (board, staff, funders, volunteers).**
4. **Measures: high level measurements allow decision-makers and stakeholders to follow progress.**

City of Woodland Strategic Plan (1990's)

Mission

The City of Woodland will create and sustain community vitality by:

- Providing Quality Services, Programs and Facilities
- Safeguarding Our Community
- Promoting Community Involvement
- Planning for the City's Future

Vision

Woodland, California, is a dynamic and thriving community, blessed with a rich, pioneering heritage.
The City is supported by a customer-focused government that provides effective and efficient community services by a team of motivated, dedicated and respected city staff.
This creates an enviable quality of life for its citizens, and an entrepreneurial zeal in the region.

Values

WE VALUE OUR HERITAGE

- History and Connection to Land
- Self Reliance and Hard Work
- Pride, Innovation and Volunteerism
- Visionary Leadership

WE VALUE OUR PEOPLE

- Our Community Members
- Our City Employees
- Our Youth and Our Seniors
- Our Diversity

WE VALUE OUR RESOURCES

- Land and Location
- Strong Economy and Financial Stability
- Industry and Industry
- Efficiency and Sustainability

WE VALUE QUALITY OF LIFE

- Small Town Atmosphere
- Safe, Clean and Pleasing Environment
- Reliable and Convenient City Services
- Parks, Recreation, Culture and Entertainment
- Life-Long Learning and Human Development

WE VALUE OPENNESS

- Open, Honest Communication
- Diversity of Opinions
- Accessibility and Responsiveness
- Trust and Integrity
- Teamwork and Partnerships

STRATEGIC PLAN: Goals and Strategic Directions for the City of Woodland (1990's)

Strategic Goals Three Strategic Goals are identified in the City's Strategic Plan:
1. **Quality of Life**
2. **Community Vitality**
3. **Government Effectiveness**

For each of the three Goals, the City has identified several strategies or "Strategic Directions" to ensure each Goal is reached, and to help measure success, the City is developing performance indicators for specific aspects of each Goal. The following provides a description of the supp0l1ing Strategic Directions for each Goal, and the performance indicators for each aspect of the Goals.

GOAL #1: Quality of Life To assess the City's Success in achieving an optimal Quality of Life, the City is developing these performance measures and will be embarking on these strategic directions:

Strategic Directions:
- Youth Services and Programs. Increase opportunities for fulfilling and productive experiences for the youth of our community
- Education. Partner to create educational opportunities to meet the needs of our students and our community
- Facilities. Provide well maintained facilities that meet the needs of the community and City staff
- Resources. Ensure diversity aJ1d stability in funding to continue to provide quality services to the community

GOAL #2: Community Vitality Ensuring the vitality of Woodland will be critical to the continued prosperity of our community; therefore, the City has included in its Strategic Plan the following strategic directions and performance measures to achieve and track this goal.

Strategic Directions:
- Technology. Promote technology as a source of new opportunities and increased efficiencies
- Downtown/East Street. Continue to improve the downtown streetscape as a community gathering place and source of City identity
- Economic Vitality. Recruit and retain diverse businesses, streamline business related City operations, create an environment that supports economic health

GOAL #3: Government Effectiveness Improving the effectiveness of City services and processes is an in1portant element in the City's Strategic Plan. While community members generally provide favorable comments concerning City services, specific initiatives are warranted to ensure continual refinements and improvements. Following are the strategies to improve and measure the effectiveness of City services:

Strategic Directions:
- Customer Service. Ensure high quality, efficient and courteous services are provided to the community. Revise processes, increase awareness and improve information to attain enhanced customer service
- Staff Development. Create staff development opportunities that will result in improved customer service, job satisfaction and team oriented approaches to the delivery of City services
- Communication Refine the existing systems and create new avenues to ensure tin1ely, accurate and responsive communications within the City organization and to the community at large
- City Process Improvements. Streamline internal processes to ensure the community receives high quality services through cost-effective practices that will allow City staff to focus on

providing services to citizens.

City of Woodland Draft Mission, Vision, Values (2008)

DRAFT Mission Statement 2008

"Our Mission is to anticipate and implement the core services essential for a high quality of life through leadership, innovation, and a commitment to our community."

DRAFT Vision Statement 2008-not developed

DRAFT Values 2008

TRUST AND INTEGRITY which we demonstrate by following through on all of our commitments, duties and responsibilities.

COMMON COURTESY AND RESPECT for everyone that we come into contact with, including our external customers and fellow employees.

TEAMWORK as the most efficient and effective means to conduct the public's business.

OUR EMPLOYEES who are No.1 asset; we will work to ensure that our colleagues are respected, valued and rewarded.

QUALITY CUSTOMER SERVICE that is both respectful and responsive to external and internal requests.

OPEN, HONEST AND CLEAR COMMUNICATION that we express to our community and within our organization.

THE LONG TERM FISCAL STABILITY of the City which we ensure by implementing prudent financial practices and evaluating our performance.

VOLUNTEERISM AND CIVIC INVOLVEMENT through our commitment to work with community organizations, neighborhood associations and individuals dedicated to public service.

WOODLAND'S HERITAGE AND CHARACTER as an historic, peaceful, close knit and neighborly community.

DRAFT CITY/COMMUNITY GOAL STATEMENTS 2008

Goal A

Promote and preserve our heritage, history and diversity as assets and sources of community pride.

Goal B

Provide efficient and effective public services that are responsive to the needs of Woodland residents, businesses and visitors.

Goal C

Seek opportunities to engage Woodland residents, businesses and other stakeholders in discussions regarding community and neighborhood issues.

Goal C-2

Provide high quality public information to Woodland residents, businesses and visitors by utilizing traditional resources and emerging technologies.

Goal D

Promote family and community connections through a wide variety of active, healthy and fun artistic, educational and sports programs.

Goal E

Meet the highest priorities of Woodland residents and businesses by implementing responsible budgets that are balanced for a 10-year planning period.

Goal E-2

Provide the highest quality of life for Woodland residents, businesses and visitors by guiding future growth and economic development in a sustainable and environmentally friendly manner.

Goal F

Maintain and improve the appearance and use of infrastructure, including parks, streets, buildings, landscape areas, plazas and Downtown through the innovative use of resources.

Goal G

Partner with residents, business/property owners and regional resources to keep Woodland a safe place to live, work and thrive through planning, preparedness, prevention and timely emergency response.

Woodland Public Library

VISION STATEMENT

The Woodland Public Library embraces the diversity of the community and provides a central resource for information, learning, recreation and enrichment. Its broad goal is to offer opportunities for all people to participate fully in a rapidly changing world.

To achieve this vision, the Woodland Public Library Strategic Planning Committee recommends that the Woodland Public Library:

> Make basic library services readily available to the community.
> Build alliances with the schools to deliver enriched services to the children of Woodland.
> Provide a broad range of reliable information to the community.
> Become a key focus of access to information technology resources in the community.
> Build stronger community ties by enabling remote access to the library**.**

> From the *1996 Strategic Plan*

MISSION STATEMENT

In accordance with the mission stated by the American Library Association, the Woodland Public Library seeks to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. (*Woodland Public Library Policy Handbook*, 1995 revision)

SERVICE GOALS

The staff developed goals, measures, and activity sets to improve services to the underserved populations. The goals are:

1. Woodland children from birth through age 12 and their adult caregivers will have a year-round library program that develops their reading readiness and reading skills.

2. Hispanic families will feel welcomed and find library materials, programs, and services to meet their needs.

3. Woodland Teens will perceive the library as a cool place.

4. Seniors will find the public library a key resource for information, education, recreation, and community connection.

* From the *2002 Needs Assessment and Service Plan*

Woodland Library Literacy Service (date unknown)

MISSION STATEMENT

The goal of literacy is for a reader to meaningfully interpret and use information, whether public or private, which has been published in a variety of formats. Therefore, our mission is to:

> **R**ESPOND **to the informational needs of Woodland's diverse communities**
>
> **E**NSURE **that literacy staff facilitates equal access to print, audio-visual and electronic resources for all clients.**
>
> **A**NTICIPATE **and meet the educational, cultural, business and recreational interest of the public, including those with special needs.**
>
> **D**EVELOP **and provide inviting facilities and welcoming environments for community programs and services.**

PROGRAMS

Adult Literacy Program

Inmate Tutoring Program at Monroe Detention Facility and Juvenile Hall

Wayfarer Literacy Program for Homeless

Woodland Public library Literacy Service

One in five Americans are considered illiterate. It is the goal of the Woodland Public Literacy Service to meet the needs of these citizens by providing one-on-one tutoring for adult learners in reading, writing and comprehension skills. This goals oriented program allows student to work not only on basic skills but also skills that can lead to improved job performance, completion of citizenship and GED preparation, and a more fulfilling life through improved education.

The Literacy Service, with funding from a variety of sources (Yolo Literacy Council, WJUSD, the California Library Literacy Service, Yolo County Sheriff's Department, Woodland Library Board, City of Woodland, Yolo County Clerk, local service organizations and private and public foundations.) is responsible for the operation of all literacy programs in the City of Woodland: Adult Literacy, Inmate Literacy, Voter Literacy, literacy work with *No Barriers,* and S.T.E.P, our homeless literacy program.

PROGRAMS:

- Adult Literacy Program
- Inmate Tutoring Programs at Monroe Detention Facility and Juvenile Hall.
- Voter Literacy in collaboration with the Yolo County Clerk's office.
- *No Barriers,* working with adults with developmental disabilities
- S.T.E.P. (Strength Through Education Program) in conjunction with the Yolo Wayfarer Center offering literacy education to the homeless.

The program is staffed by three part-time staff members (Inmate Coordinator, S.T.E.P. coordinator, and administrative assistant) as well as the Literacy Coordinator.

The program consist of 65 volunteer tutors serving over 90 adult learners, in addition to 15 in *No Barriers,* 30 in Inmate Literacy, and 30-45 involved in the homeless program.

For more information contact the Literacy Service at 530-661-5987, sue.bigelow@cityofwoodland.org or www.cityofwoodland.org/library

Woodland Needs Assessment and Service Plan, 2002

Section V

Library Service Plan

No library is able to be all things to all people. Financial constraints prohibit it. Those who govern and manage the library must make choices about the ways in which the library will serve the community. They make those choices based on knowledge of and input from the community. The needs assessment process extracts information on which to make those choices.

In Woodland, the Planning Committee defined four service directions.

Basic Literacy means that the library offers and arranges literacy tutors, individual, group and family programs, and small meeting spaces for tutors and learners. The library develops literacy partnerships with Migrant Head-Start and the California Housing Opportunity Council (CHOC) program.

Current Topics and Titles means the library will have a vibrant, relevant collection of books, magazines, newspapers, music and other content in print and popular audiovisual formats. These topics and titles will be in English and in other high-demand languages, the latter to welcome newcomers and win new library users, advocates, and supporters.

General Information means that the library will be the best place in town to find information of general interest. The information is provided in person, by phone, and online by the library in the library and to schools, offices, and homes. The library's reference collection is both print and online. Its web site provides quick access to local information and frequently asked questions, at the convenience of the information seeker. The library provides quick pick-up and delivery options for today's busy information consumer.

Information Literacy means that the library features computers and purposefully supports community members in using them. Library staff and volunteers help library customers acquire the skills related to finding, evaluating, and using information effectively. The provide help-in-the-moment as well as more formal cyber training for location the right information at the right time in the right format. They help library customers find their way around the website, electronic resources, and the Internet. Computers have office products like word processing so that library patrons can create documents, including resumes. The library has adequate computers and related technology and technical assistance to support these activities, as well as the staff expertise to create, design and manage the ever-changing digital environment.

Underserved Populations

The next phase of the Library Service Plan should focus considerable resources on shaping library services to reach presently underserved segments of the community. The clear needs of these populations surfaced in the community assessment process.

This does not mean that basic library services will be abandoned. Rather, planning energy and effort will be channeled into service strategies that will include these targeted community members while improving the quality of library services overall.

There are four such population groups:

- **<u>Children from 0-12 Years of Age</u>**
  There is widespread concern about children and the low levels of school achievement; this is seen as a serious challenge to Woodland's well-being and future. The library is viewed as a key player in changing this situation.

- **<u>Hispanic Families</u>**
  Woodland's population is 39% Hispanic; to incorporate this population group into the broader Woodland community, useful, culturally appropriate services are needed. It is clear from stakeholders and the Hispanic focus group that the library has much to offer.

- **<u>Teens</u>**
  Woodland teens make up nearly 8% of the city's population. Teens want the library to be a teen-friendly zone in the community, with lots of activities and space designated for them. They are a resource for the library, too, as potential tutors in cross-generational library programs: technology training, literacy, and after-school activities with younger children. They could plan and participate in cultural programs sponsored by the library and community partners.

- **<u>Seniors</u>**
  Woodland's population is aging and the library should gear up to better serve this age group. The senior focus group contained many energetic persons eager to work with the library to define needs and services for seniors, with skills just waiting to be asked to volunteer their time to help the library deliver its program of service.

Summary of Goals

1.   *Woodland children from birth through age 12 and their adult caregivers will have a year-round library program that develops their reading readiness and reading skills.*

   Service Directions: Basic Literacy, Current Topics and Titles

2.   *Hispanic families will feel welcomed and find library materials, programs and services to meet their needs.*

   Service Directions: Basic Literacy, Current Topics and Titles, General information, Information Literacy

3.   *Woodland Teens will perceive the library as a cool place.*

   Service Directions: Current Topics and Titles, General Information, Information Literacy

4.   *Seniors will find the public library a key resource for information, education, recreation and community connections.*

   Service Directions: Current Topics and Titles, General Information, Information Literacy

PLA's <u>Planning for Results: A Public Library Transformation Process</u> (1998)
Original 13 **Public Library Service Strategies**

The Public Library Association's planning process, <u>Planning for Results</u> uses the concept of "service responses" to outline the areas of service on which a library can focus in developing goals for long-range planning. Commissioned by PLA to update ALA's 1987 <u>Planning and Role Setting for Public Libraries</u> by Charles McClure, et al, <u>Planning for Results</u> evolved from the focus on community based planning.

In simple terms, a service response is what a library does for, or offers to, the public in an effort to meet a set of well-defined community needs. Service responses are very distinct ways that libraries serve the public. They represent the gathering and deployment of specific critical resources to produce a specific public benefit or result.

BASIC LITERACY:
A library that offers BASIC LITERACY service addresses the need to read and to perform other essential daily tasks.

BUSINESS AND CAREER INFORMATION:
A library that offers BUSINESS AND CAREER INFORMATION service addresses a need for information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.

COMMONS:
A library that provides a COMMONS environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

COMMUNITY REFERRAL:
A library that provides COMMUNITY REFERRAL addresses the need for information related to services provided by community agencies and organizations.

CONSUMER INFORMATION:
A library that provides CONSUMER INFORMATION service helps to satisfy the need for information that impacts the ability of community residents to make informed consumer decisions and to help them become more self-sufficient.

CUL TURAL AWARENESS:
A library that offers CULTURAL AWARENESS service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.

CURRENT TOPICS AND TITLES:
A library that provides CURRENT TOPICS AND TITLES helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

FORMAL LEARNING SUPPORT:
A library that offers FORMAL LEARNING SUPPORT helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home-schooling to attain their educational goals.

GENERAL INFORMATION:
A library that offers GENERAL INFORMATION helps meet the need for information and answers to question

on a broad array of topics related to work, school, and personal life.

GOVERNMENT INFORMATION:
The library that offers GOVERNMENT INFORMATION service helps satisfy the need for information about elected officials and governmental agencies that enable people to participate in the democratic process.

INFORMATION LITERACY:
A library that provides INFORMATION LITERACY service helps address the need for skills related to finding, evaluating, and using information effectively.

LIFELONG LEARNING:
A library that provides LIFELONG LEARNING service helps address the desire for selfdirected personal growth and development opportunities.

LOCAL HISTORY AND GENEALOGY:
A library that offers LOCAL HIS TOR Y AND GENEALOGY service addresses the desire of community residents to know and better understand personal or community heritage.

Be an Informed Citizens: Local, National, and World Affairs: Residents will have the information they need to support and promote democracy, to fulfill their responsibilities at the local, state, and national levels, and to fully participate in community decision-making.

Build Successful Enterprises: Business and Non-Profit Support: Business owners and nonprofit organizations directors and their managers will have the resources they need to develop and maintain strong, viable organizations.

Celebrate Diversity: Cultural Awareness: Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Connect to the Online World: Public Internet Access: Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Create Young Readers: Early Literacy: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Discover Your Roots: Genealogy and Local History : Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

Express Creativity: Create and Share Content : Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

Get Fast Facts: Ready Reference : Residents will have someone to answer their questions on a wide array of topics of personal interest.

Know Our Community: Community Resources and Services: Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Learn to Read and Write: Adult, Teen, and Family Literacy : Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Make Career Choices: Job and Career Development: Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Make Informed Decisions: Health, Wealth, and Other Life Choices : Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Satisfy Curiosity: Lifelong Learning : Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

[Stimulate Imagination: Reading, Viewing, and Listening for Pleasure](#) : Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

[Succeed in School: Homework Help](#) : Students will have the resources they need to succeed in school.

[Understand How to Find, Evaluate, and Use Information: Information Fluency](#) : Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.
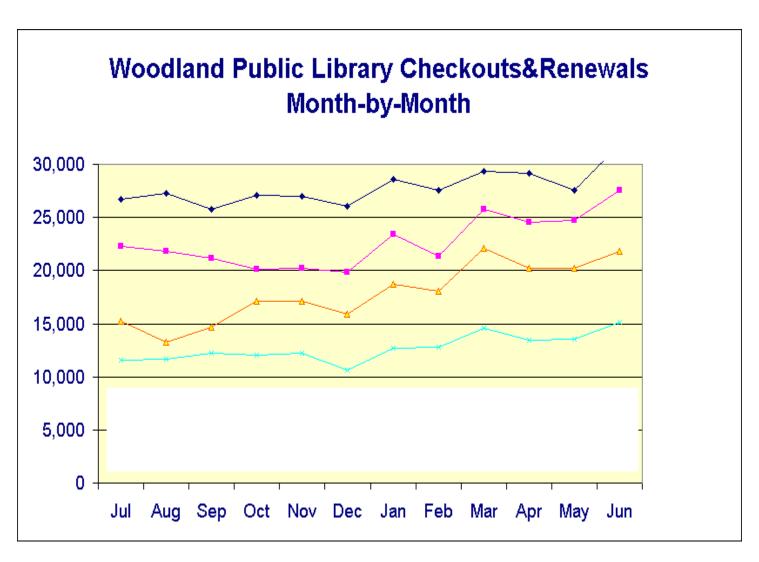
[Visit a Comfortable Place: Public and Virtual Spaces](#) : Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

[Welcome to the United States: Services for New Immigrants](#) : New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life.

Woodland Public Library Checkouts & Renewals

Month-by-month

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 08	26706	27290	25769	27099	27033	26067	28565	27541	29348	29,157	27,585	31,877
FY 07	22262	21852	21149	20098	20241	19848	23409	21389	25795	24510	24741	27528
FY 06	15236	13294	14702	17128	17117	15928	18727	18051	22107	20233	20189	21837
FY 05	11545	11644	12254	12052	12200	10670	12716	12796	14565	13490	13558	15176
FY 04	11645	12066	13569	13425	11821	10884	13396	12376	13656	11811	9560	10205
FY 03	13500	12050	12441	13371	12071	11181	13541	12337	14520	13027	10966	11645
FY 02							13684	11990	13182	13621	11742	11844

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Woodland Public Library Statistics (Millennium)

Yr/Mo	Total P	A patron	J patron	Other P	New	e-card	T titles	T items	Holds filled
7-Jul	23367				396		82220	92150	5296
7 -Aug	23751				363		82880	93040	6354
7 -Sep	24117				415		82556	92593	5898
7 -Oct	24539				440		82551	92879	6261
7-Nov	24846				319		82922	93427	6089
7 -Dec	25099	17697	7397	5	267		83922	93427	5940
8-Jan	25406	17951	7450	4	320		83853	94361	6868
8-Feb	24377	17183	7189	4	297		84174	94718	6065
8-Mar	24273	17135	7132	4	358		84806	95476	6388
8-Apr	24488	17287	7193	4	322	4	85076	95912	6774
8-May	24870	17550	7309	4	302	7	85218	96025	6321
8-Jun	25222	17774	7436	4	360	8	85725	96564	

Total   **4159**   **68254** minus June

indicates highest performance among
partner libraries

Woodland

Total: 96542

	Adult	VA	Children	
Nonfiction	20613	682		12978
Reference	2590			742
Biography	1929	49		1050
Fiction	9380	2093		7653
			E	8920
			ER	85
Fie M	5502			
Fie SF	1419			
Fie SS	512			
FieW	562			
Fie LP	1675			
Fie LP M	506			
Fie LP SF	5			
Fie LP SS	1			
Fie LP W	120			
Nonfic LP	446			
CD's	2321			450
DVD's	3710			1444
Audio Bks	1691	38		413
Teaching	492			
Spanish				
Nonfiction	1229			
Fiction	727			1565
Biography	61			
ESL	170			
Parent Shelf				434

Woodland Public Library   Program Statistics Summary

July 2007 - June 2008

Toddlers Story Time

# of programs	38
# of people	1183

Preschool Story Time

# of programs	108
# of people	1578

Kids Book Club

# of programs	13
# of people	132

Tours of library/stories/browse

# of tours	33 (5 of which were bilingual or Spanish tours)
# of people	870

Visits to classrooms/ schools

# of visits	19
'-- # of people	4128

Teen Advisory Group

# of meetings	12
# of people	38

DDR/Guitar Hero practice

# of programs	12
#of people	32

Roald Dahl Birthday Celebration	51
Halloween Party	100
Tree Trimming Party	75
Toy Library Book Swap (read at)	'80
Valentine's Party	175
Dragon Theater Puppet Show	55
Teen plays for children	30
Wolf Education Program	200
Day of the Child	350
Elementary Poetry Workshops (2:	22
Harry Potter Party/ Magic Show	60

Pet Show	75
Puppet Art Theatre	90
Tony Borders Puppets/Magic	111
Ava Dupree, Music	60
Summer Reading 2008 Kick-off	581
Bohart Museum Bug Program	294
Teen Scary Movie Night	6
Teen Poetry Night	11
Teen Book Club	10
Teen Game Night	
Teen Poetry Workshop	2
Teen Summer Volunteers	
# of teens/ # of meetings	162/13
Teen Forensic Science Program	15
Teen SRC Party	24
Teen Funny Movie Night	7
Teen Poetry Night	8
Princeton Review Practice Test	1

Adult tours/meetings

# of programs	4 (3 of which were bilingual or Spanish tours)
# of people	46

THE WOODLAND PUBLIC LIBRARY LITERACY SERVICE

The Woodland Public Library Literacy Service, along with the Yolo Literacy Council began in 1985 through a grant provided by the California Library Literacy Service, the adult component of the California Literacy Campaign. Public Libraries participating in the California Library Literacy Service provide English language literacy instruction for adults. The Literacy Service currently has 65 tutors instructing 93 students in the adult literacy program. Our inmate tutoring program at Monroe Detention Center and Yolo County Juvenile Hall works with 30 inmates, one paid coordinator and two tutors. The Literacy Service also works in partnership with *No Barriers,* a community integration program for adults with developmental disabilities. The program currently has 15 student/tutor pairs. Instruction for all of our programs is provided through volunteers who are trained and managed by a professional library literacy staff of two to deliver one-on-one or small group instruction in basic reading and writing. In addition to the basic skills, we stress reading and writing in the workplace, family, participation in their children's schooling, and health related skills. Many of our students have gone on to complete their GED testing (over 100 in the Inmate program), pass citizen tests, and be promoted to better paying jobs. Our programs include:

1. **Adult Literacy Service. Over 65 tutors are working with 93 adult learners** on basic literacy skills working in one-on-one and small group situations. Our program is goals oriented, and based on the individual learning needs of the student.

2. **Inmate Tutoring.** Reading, writing, and comprehension work is done on a one-to-one basis with over **30 inmates** at both the Monroe Detention Center, and Yolo County Juvenile Hall. Studies are focused on the completion of their GED with a 95% success rate. A full time tutor and part-time assistant work with the inmate at the Monroe Detention Center and Juvenile Hall.

3. **No Barriers.** *No Barriers* is a program that works with Adults with Developmental Disabilities. The program currently has 15 student/tutor pairs. The Literacy Service provides training, materials and a space to work for the adult and their counselor.

4. **Voter Literacy.** Working with the County Clerk, we provide voter registration and voter information to the students and tutors both in the Literacy Service and at Monroe Detention Center. Voter registration materials and voter pamphlets are geared toward the reading level of our students.

5. **S.T.E.P.** (Strength through Education Program) works in conjunction with the Yolo Wayfarer Center for the Homeless offering basic literacy skills in reading   writing and comprehension, goal oriented literacy in job skills, family and health education, and computer skills to residents at the shelter.

The Literacy Service if funded by the California Library Literacy Service, the Yolo County Sheriff's Department, WJUSD, the Woodland Library Board, the City of Woodland, the Yolo Literacy Council, the Yolo County Clerk's office, local service organizations such as Rotary and Soroptimists and private, family and corporate foundations such as the Runsey Community Foundation, the United Way, the Parker Family Foundation and the Van Loben Sells/Remberock Foundation.

Woodland Public Library
Needs Assessment and Service Plan 2002 (evaluation July, 2008)

	Basic Literacy	Current Topics and Titles (collections & programs)	General Information (reference)	Information Literacy	Other
Children 0-12	Story times **2,893** Summer reading **426** Book lists Enhanced Easy Reader Label reading level	Collections Total **35,337** Special Programs **2,409** Website	Reference Collection **742** Children's desk staffed Tours **870**	AWE computers **4 computers**	Outreach Schools **4,128**
Teens	Summer reading **49** Book lists	YA collections **2,862** Added graphic novels YA programs **84** DDR/guitar hero **32** Teen Advisory Board **38** Teen volunteers **162** Website		Internet access **(14 computers: 12 one- hour; two 15-minute express)**	
Hispanic	Bilingual School tours **(204)** Literacy tutoring **(30%)** Bilingual materials ESL collection **170**	Spanish language **3,582** ESL collection **170** Guadalajara Book Fair **350-400 items**	Spanish reference Bilingual notices, forms & flyers REFORMA	EnvisionWare option Bilingual staff **(1 lib, 1 LA, 2 pages, 1 lit)**	
Seniors	Large print collections **2,753** Materials for the blind	Large print **2,753** Audio visual **8,214** Brown Bag Book Club **10** Book displays by topic	fraud alerts & elder abuse info from DA's office posting best seller lists Information table: free magazines	Internet access Library Use classes **9**	Senior Fair Outreach
Other					

Woodland Resource Allocation 2007-2008 Evaluation
Total Population: 51,144 (2007 demographics)

	% of Total Population	Space 25,350 (includes 2,000 undeveloped)	Budget $1,774,453	Staff 12 FTE authorized	Programs	Collection 96,542	Circula-tion 334,037	Web site
Children Age Range: 0-12	20.15%	964' x 416'			10,726	35,337		Yes
Youth Age Range: Teens 13-20	11.85%	200' x 100'			203 162 volunteer	2,862		Yes
Adults Age Range: 20-55	49.02%							
Seniors Age Range: 55+	18.98%				19	2,753 LP		No
Hispanic	43.28%				204	3,582 Sp 170 ESL		No

Updated Woodland Demographics

http://www.bestplaces.net/city/Woodland-California.aspx#0

LIBRARY TRENDS

- Emphasis on local community need
- Community-building role
- Library as "place" or destination point
- Community's living room
- Re-looking at reference
- Emphasis on convenience and self-service
- Retail service model
- 24/7 service delivery (virtual)
- Zoning for noise and target populations
- Need to demonstrate value (ROI)
- Automation and outsourcing

WOODLAND COMMUNITY INPUT 2008 SURVEY

Total 78: Internal library users

WHAT'S MOST IMPORTANT AT WOODLAND PUBLIC LIBRARY?
Results: July 10, 2008; Total: 78

Please help us to provide the materials and services that are most important to you by ranking the following on a scale of 1-10 with 1= most important, 2=second most important, 3=third most important through 10=least important. Please use only one #1, one #2, one #3, one #4, etc. **(rank 1-10)**

_ **1** _ Number of hours open to the community
_ **2** _ New books and print material
_ **5** _ New audio-visual (CDs, DVDs)
_ **7** _ New and emerging formats (downloadables, play-aways, e-books, etc.)
_ **4** _ Staff available at service desks
_ **6** _ Regular story time to introduce children to reading
_ **9** _ Special programming (author visits, book clubs, performances)
_ **3** _ Public access to computers/Internet
_ **8** _ Teaching adult non-readers to read
_ **10** _ Providing meeting room space

**********THANK YOU!*********
Optional Below (But Most Appreciated)
Please help us further by indicating your priorities in the same manner in each section below with 1=highest priority, 2=second highest priority, 3=third highest priority, etc.

Hours Open to Public (rank 1-5)
____Weekday mornings
____Weekday afternoons
____Weekday evenings
____Saturdays
____Sundays

Audio Visual/Non-print (rank 1-5)
____Books on CD
____Music CDs
____DVDs educational
____DVDs classic
____DVDs current/popular

Staff Availability/Usage (rank 1-9)
____Check out/in books/materials
____Provide reading recommendations
____Provide help with computers
____Provide help finding materials
____Provide help finding answers to questions
____Answer simple questions
____Answer complicated information requests
____Provide assistance with research
____Help with homework

Computers (rank 1-3)
____ Internet access on site
____ Access to subscription databases (Newsbank, NoveList, InfoTrac)
____ Web access to library catalog (at home)

Print Collection (rank 1-9)
____Books for children
____Books for young adults
____Books for adults
____Large print books
____Books and print in Spanish
____Books for English language learners
____Books for adult new readers
____Magazines/periodicals
____Newspapers

New and Emerging Technologies (rank 1-3)
____E-books
____ Downloadable books for ipods
____Play-aways

Programming and Special Events (rank 1-8)
____Pre-school story time
____School age class visits/story times
____School age book clubs
____Young adult book clubs
____ Young adult organized hang out
____ Adult book clubs
____ Author visits
____ Special events (puppets, magicians, etc)

LIBRARY: WOODLAND PUBLIC

STRENGTHS (INTERNAL)	WEAKNESSES (INTERNAL)
0PPORTUNITIES (EXTERNAL)	THREATS (EXTERNAL)