

SPOKANE COUNTY LIBRARY DISTRICT

COMMUNITY IMPACT PLAN

ANNUAL REPORT: 2014

Summary

With a year of the Community Impact Plan (CIP) now complete, the Spokane County Library District is able to assess the progress made in pursuing the individual objectives and their overarching goals.

As demonstrated by the report, the District exceeded the anticipated numbers for some objectives, while coming close but not quite reaching others, and yet still having to build capacity in order to reach the rest. Variations are to be anticipated, considering that the metrics were established prior to the start of many of the initiatives. Once the initiatives got underway, they demonstrated how well the objectives meshed with practicality.

The objectives were written with a certain degree of ambition and a willingness to take risks. The objectives yet to meet provide additional incentive to pursue them with greater focus. Those that the District have met—and in some cases eclipsed—demonstrate that the Library District is perhaps further along in efforts than initially thought.

Revisions have been made to several objectives to better align with the resources and opportunities available. Revisions are noted. The following report is broken down by service priority, goal, and objective, and where applicable, includes definitions for how that objective was measured.

Background

Spokane County Library District began a strategic planning process in the summer of 2012, committed to the idea that excellent libraries come from offering services that are responsive to local needs, interests, and priorities. As a result of this process, a Community Impact Plan guides resource allocation to respond to evolving community needs, technological shifts, and emerging challenges for the benefit of our members. The Plan is flexible and incorporates promising opportunities through 2016.

Develop Young Learners

Goal: Parents, teachers, and caregivers will have programs and services designed to help them prepare their children to start school.

Each year, parents, teachers, and caregivers will have an opportunity to participate in at least 50 programs or resource-sharing activities.

- This objective has been met for 2013. 55 programs were offered in 2013.

Each year, at least 90% of parents, teachers, and caregivers surveyed will indicate that they're more aware of the importance of reading, talking, playing, singing, and writing with their children.

- In process. The survey was designed in December 2013 and will be distributed in 2014.

By 2015, collaborative efforts with early learning agencies will be increased by 50%.

- Collaborative efforts have increased by 46% in 2013.

- Early learning programs = programs for children birth to five years-old in the CIP.

- Resource-sharing activities = programs or events involving giving out materials or sharing ideas about early learning. There is some crossover into K-3 for early learning and some family oriented programs, so there may be some crossover into another category.

- Collaborative efforts = working with early learning community partners on projects, grants, programming or committees.

Goal: Children birth to five will have the services and programs they need to enter school ready to learn.

Each year, 70,000 young children and their parents and caregivers will attend an early learning program presented by the library.

- 60,066 young children and their parents and caregivers attended an early learning program presented in 2013—85% of the goal.

Revised Objective: By the end of 2015, community libraries will have at least 5, and resource libraries will have at least 8, interactive discovery stations. (Revised: number of interactive stations increased from 3 and 6, respectively).

- In process. All community libraries now have at least 3 interactive discovery stations. For the resource libraries, Spokane Valley has 4 interactive discovery stations and North Spokane has 9 interactive discovery stations.

- Early learning programs are defined as programs for children birth to five years old in the CIP. There is some crossover into K-3 for early learning and some family oriented programs, so there may be some crossover into another category.

- Defined as technology resources, displays, and activity stations that encourage interactive play that promotes early learning goals.

Support Job Seekers and Local Businesses

Goal: Teens and adults will have the resources and opportunities they need to attain meaningful employment.

By the end of 2014, teen and adult use and awareness of career, test preparation, and higher education resources will increase by 20%.

- In process: By the end of 2013, the different resources tracked for this objective increased from 1% to 57%. Since several of these resources debuted in 2013, it's difficult to provide a direct cumulative comparison between years. If Spokane County Library District counted each use of service or item as a discrete iteration, the District has seen a 36% increase in 2013.

- Defined as circulation statistics of items in the CAREER and TESTBOOK locations, and also click-through numbers for Learn4Life, Tutor.com, Brainfuse's JobNow, Microsoft IT Academy, and the Testing & Education Reference Center.

Teens and adults will have the opportunity to attend at least 100 career-related programs annually.

- In process: In 2013, 39 career-related programs were offered—39% of the objective.

- Defined as those programs in which a person presently engaged in the profession is presenting program content that includes information related to their career. For measurement purposes each presentation of a program is counted as an "opportunity to attend."

Minimum 90% of people surveyed will indicate the library provided the resources and opportunity they were looking for in regard to higher education, job skills, and career preparedness.

- In process. The survey was designed in December 2013 and will be distributed in 2014.

At least 1,000 people will participate in job skill and career-development activities each year.

- In process: In 2013, 475 people attended job skill and career-development activities—48% of the objective.

- Defined as those activities in which members can increase their job/career skill sets. In addition to specific programming, the District is also counting use of IT Academy e-learning, and internships with the Next Generation Zone. For measurement purposes each instance of an activity is counted as an “opportunity to participate.”

Goal: Local businesses and non-profits will have the tools they need to develop and maintain successful and viable enterprises.

Each year, local businesses and non-profits will have the opportunity to participate in at least 25 local business support programs.

- In process: In 2013, Spokane County Library District provided 13 business support opportunity programs—52% of the objective.

- Defined as those programs where local employers can increase work-related skill sets. For measurement purposes each presentation of a program is counted as an “opportunity to participate.”

Revised Objective: Each year, Spokane County Library District will partner with 50 local businesses or non-profits to provide collaborative programming with the library. (Revised: Opportunities replaced by partnerships)

- In 2013, the District has offered 171 collaborative programs with 26 different local businesses and non-profits.

- Defined as those programs where a local business/non-profit or other regional employer presents content of interest to library members.

By the end of 2015, at least 50 local businesses and non-profits will have used library resources to advance their business goals.

- Forthcoming. The Library District is investigating ways of providing services to local businesses and non-profits, as well as how best to measure usage of such services.

Explore and Discover

Goal: Everyone will have the resources they need to explore topics of interest and the support to share knowledge with others.

Revised Objective: At least 75 community experts will share their knowledge in a library program annually. (Revised: As the Library District exceeded the original goal of 50, the objective was revised increasing the total number while keeping overall capacity in mind.)

- In 2013, 72 community experts share their knowledge—144% of the current objective.

- Defined as someone from the greater Spokane County/Kootenai County area with expertise in a given field. Each individual expert is counted once, regardless of how many programs they present.

Revised Objective: People will have at least 100 opportunities to attend community interest-driven programs.

(Revised: As the Library District exceeded the objective, it has been revised increasing the total number and having specific targets for each library. Also, it has been determined to not count any programs toward the goal that have an attendance of less than 10. It is important to track programs that are truly of interest to the community. In 2013, the Library District offered 143 community interest-driven programs – 198% of the objective. However, when applying the attendance factor to the past year’s offerings, eighty-five programs qualify.)

- In 2013, Spokane County Library District offered 85 community interest-driven programs—118% of the current objective.

- Airway Heights, Fairfield, Otis Orchards, and Medical Lake Libraries will each feature 5 opportunities to attend community interest-driven programs. (20 total)

- Cheney, Argonne, and Deer Park Libraries will each feature 10 opportunities to attend community interest-driven programs. (30 total)

- North Spokane, Spokane Valley, and Moran Prairie Libraries will feature 16-17 opportunities to attend community interest-driven programs. (50)

- Defined as programs that our communities have demonstrated interest in through attendance at similar programs, requests from community groups, Friends’ group sponsorships, or comments and suggestions from program evaluations. The Library

District is not including Technology classes, book clubs, WorkSource programs and STARS classes, for example. The District is also counting each presentation of a program as an “opportunity to attend.”

Items in the library will check out an average of 6 times, annually.

- *In process: items check out an average of 5.6 times—93% of the goal.*

- For the purposes of the CIP: Annual Cumulative Circulation Totals divided by the total number of physical items in the collection as of December 31.

Each year, use of digital resources will increase by 30%.

- In process: Instances of use of digital resources increased from 309,324 in 2012 to 379,424 in 2013—a 23% increase.

- Digital resources include items in the Digital Library portion of the website [e.g., OverDrive, Zinio, hoopla, ProQuest, HelpNow, Learn4Life, Consumer Reports, Microsoft IT Academy], and the LibraryThing for Libraries portion the catalog. Usage is: Enrollments for Learn4Life and Microsoft IT Academy; checkouts for Hoopla, OverDrive, and Zinio; tutoring sessions for HelpNow and JobNow [and Tutor.com, our previous tutoring service]; emails sent for online book clubs; click-throughs and reviews submitted for LibraryThing for Libraries; and click-throughs for all other digital resources.

At least 15,000 school-age children will attend a library program each year.

- In process: 11,393 school-aged children attended library programs, both in and outside the library—76% of the objective.

- School-age is defined as the range between K-12th grade, which includes Children’s, Tween, and Teen programs. Some Early Learning, or family-oriented all ages programs [such as the Jim Gill Concert, and the Jenks Family concerts in the summer] crossover in the K-3 and so may count in more than one category. Summer Reading programs are included.

Connect Communities

Goal: Community members will connect with each other and engage in local activities.

Revised Timeframe: By the end of 2015, the number of visits to the community-specific sections of the SCLD website will increase by 20%.

- Forthcoming. These sections of the website were developed in late 2013. The baseline will be established in 2014.

- Rationale: Since many of these objectives were based on projects or initiatives still in pre-planning or an early planning stage, anticipated launch dates were delayed. An extended timeline will allow for 2014 to serve as a baseline year and 2015 as the comparison year to determine increases.

Revised Objective: The number of community-generated blog posts and responses on SCLD.org will increase by 20%.

- Forthcoming. These sections of the website were developed in late 2013. The baseline will be established in 2014.

- Rationale: This objective was written prior to the completion of the new website design, and the new site's focus on blogs and the potential for community generated contributions therein is a better fit with the new site's overall design and intent than a bulletin board feature.

At least 90% of people surveyed will indicate the library helped them know about things to do, places to go and people to see in their community.

- Forthcoming. The survey will be designed and distributed starting in January 2015.

Community use of library meeting spaces will increase by 10%.

- In process. Community group and individual use of meeting rooms increased 7% in 2013.

Every library will showcase local authors and/or artists at least 5 times per year.

- In process. On average, each library has provided 7 showcases.

Individual library tallies for 2013:

Library	Visual art displays	Author presentations	Total
Airway Heights	6	2	8
Argonne	4	5	9
Cheney	5	3	8
Deer Park	3	2	5
Fairfield	2	0	2
Medical Lake	2	1	3
Moran Prairie	1	3	4
North Spokane	7	6	13
Otis Orchards	4	1	5
Spokane Valley	8	5	13

- "Local" is defined as coming from the greater Spokane County/Kootenai County area. "Author" is defined as a writer of original published work(s). "Artist" is defined as a person or group of persons creating original works of art in a visual medium. Student artwork presentations displayed in partnership with area schools are not included.

Appendix

This appendix provides more detailed information for each objective contained in the Community Impact Plan.

- Uni at Unity in the Community event which included STEM activities for children, parents, and caregivers – 1
- STARS (State Training and Registry System) classes for childcare providers and parents – 4 were offered in 2013
- Baby Fair geared for expectant or new parents – Love Talk Play program – 1
- Love Talk Play for Teen Parents – 10
- Ready for Kindergarten aimed at parents for children birth-5 at local schools – 6
- Engaging Fatherhood Conference Block Party – 1
- Early Achiever Outreach Partnership Grant – Love Talk Play Soup includes resource sharing for parents – 10
- EWAEYC (Eastern Washington Association for the Education of Young Children) Gift of Childhood Conference – STARS Class – 1
- Jim Gill – 2 Workshops for caregivers
- Jim Gill – 1 concert for children and their parents/caregivers
- Nancy Stewart – 3 concerts later this fall for children and their parents/caregivers
- Elephant and Piggie Party programs – showing parents of pre-readers/beginning readers how to use our reader collections – 8
- Prime Time Family Reading Program which has a preschool element and shows families how to discuss books – 6 sessions Oct.–Nov. 2013
- Whitworth's Children's Lit class – 1

Early Learning Agencies Spokane County Library District collaborated with prior to the CIP:

- Inland Northwest Early Learning Alliance (INWELA) – Mary Ellen has served on the Action Team and the Executive Director has served on the Leadership Team for 5 years.
- United Way of Spokane – Spokane County Library District works together on the INWELA Action Team.
- NEWESD (NorthEast Washington's Educational Service District) 101 – Spokane County Library District has worked together on grants such as the Culture of Literacy Grant, as well as worked together on the INWELA Action Team.
- Early Childhood Educational Assistance Program (ECEAP) – Spokane County Library District provides storytimes to the ECEAPS in Spokane County and has worked with teachers with STARS trainings and family nights.

- Eastern Washington Association for the Education of Young Children (EWAEYC).
- Spokane Regional Health District – Spokane County Library District collaborated on Community Cafes and forming Play and Learn groups. The District also worked together on the INWELA Action Team.
- Children’s Home Society – Spokane County Library District collaborated on grants, done programming for, and worked together on the INWELA Action Team.
- Community Minded Enterprises – Spokane County Library District has collaborated on a number of projects such as Play and Learn Storytimes and worked together on the INWELA Action Team.
- Child Care Aware – Spokane County Library District has served on the Seeds to Success/Early Achiever community engagement committee and are working together to provide Love Talk Play training for Early Achiever coaches and child care providers.
- Reach Out and Read – Spokane County Library District works with the CHAS (Community Health Association of Spokane) clinics here in Spokane providing resources (storytime flyers, book recommendations) for the physicians participating in the program.
- Early Achievers – Spokane County Library District has served together on the Seeds to Success/Early Achieve committee and are working together to provide Love Talk Play training for Early Achiever coaches and child care providers.
- Early Learning Public Library Partnership (ELPLP) – Spokane County Library District was one of the early joiners to the ELPLP. The District has worked on the committee for its annual symposium and have been awarded several grants.
- Foundation of Early Learning – (FEL) FEL is the supporting agency for the ELPLP. Spokane County Library District has been awarded several grants and has worked together at events such as fundraising events in Spokane and Unity in the Community with the Uni (STEM activity center for children 0-5 and their caregivers).
- Spokane Public Schools – Spokane County Library District works together on the INWELA action team.
- West Valley School District – Spokane County Library District has worked with the Early Learning Center providing storytimes and doing programs at their family programs.
- West Valley School District – Spokane County Library District has been on the Community Engagement Committee for their Strategic Planning Process.
- East Valley School District – Spokane County Library District has helped with the Ready for Kindergarten program and provides storytimes for its ECEAP programs.
- Cheney School District – Spokane County Library District has helped with the Ready for Kindergarten program and provide storytimes for its ECEAP programs.

- Central Valley School District – Spokane County Library District has helped with the Ready for Kindergarten program and provide storytimes for its ECEAP programs and Early Learning Center.
- Freeman School District – Spokane County Library District has worked with their Early Learning Center on storytimes and family programs.
- Mead School District – Spokane County Library District has helped with the Ready for Kindergarten program and provide storytimes for its ECEAP programs.
- Riverside School District – Spokane County Library District has helped with the Ready for Kindergarten program and provide storytimes for its ECEAP programs.
- Success by Six – Spokane County Library District serves on the Success by Six board and have done TV spots on reading and storytimes and have created booklists for the website.
- Strengthening Families – Spokane county Library district has worked on Community Cafes for families in the Spokane area.

New Collaborations 2013:

- Department of Early Learning (DEL) – Spokane County Library District was awarded 10 Early Achiever Outreach Partnership grants by DEL and the Washington State Library. In addition to reporting in regard to grants, the District has been working with DEL on making resources available to parents. The grants were awarded to each of our libraries; Airway Heights, Argonne, Cheney, Deer Park, Fairfield, Medical Lake, Moran Prairie, North Spokane, Otis Orchards, and Spokane Valley.
- Head Start – Community Colleges of Spokane – Spokane County Library District works together on the INWELA Action Team. This has been a great opportunity to share information and offer STARS trainings to their teachers. They were a big help in getting out information to teachers and families about the Jim Gill concert the District provided in Spring 2013.
- Thrive by Five – Love Talk Play – This year Spokane County Library District has worked closely with Thrive on a Teen parent engagement grant promoting Love Talk Play. The District brought teen parents together to have a conversation about how the Love Talk Play program can support them as Teen Parents.
- Teen Parent Engagement Meeting in Seattle.
- Teen Parent Engagement Meeting in Spokane.
- Catholic Charities (St. Anne’s Child Care) – Spokane County Library District has served on the INWELA Action Team together. This year is the first time the District has collaborated on a grant from FEL, “Discoveries From the Field.” This grant focused on establishing a positive STEM (Science, Technology, Engineering and Math) experience for parents and children. The grant was submitted in August 2013. Unfortunately, our grant was not selected to be funded.

- Humanities Washington– Prime Time Family Reading – Spokane County Library District was approached by Humanities Washington to provide a family reading program for families that are non-library users. The district worked through Opportunity Elementary School in the Central Valley School District to identify families that would benefit from the program. The Library District had a total of 6 programs from October 14, 2013 – November 25, 2015. This program also gave us the opportunity to collaborate with Gonzaga University with one of their English professors joining the program as the scholar leading the families in the discussions of books.
- Inland Northwest Early Learning Alliance (INWELA) Action Team – Spokane County Library District worked on a grant from Thrive by Five to present Love Talk Play to teen parents. The District worked with three organizations over the year (Young Lives Medical Lake, Young Lives Spokane and Volunteer of America) providing a total of 9 programs.
- Start Healthy Start Now Community Momentum Grant. This grant was awarded to the Spokane Regional Health District to improve the health of families in Spokane County. Spokane County Library district attended two trainings to learn about incorporating movement into our storytimes: “I am Moving, I am Learning” and “Let’s Move.”
- NEWESD 101 – Spokane County Library District collaborated on developing a block program for the County. Two sets of blocks were put together for our organizations to use in presenting block programs to children and their families.
- Child Care Aware – Spokane county Library District provided training for childcare providers in the Early Achiever Program on Love Talk Play.

New collaborations (11) / Existing collaborations (24) = 46% increase

- Storytime – 58,330 (in library + outreach)
- Jim Gill Concert – 780
- Love Talk Play Soup – 262
- Elephant and Piggie Party – 275
- Nancy Stewart Mother Goose on the Loose - 119
- Prime Time Family Reading program; total attendance for 6 programs - 300
- Total = 60,066 – 85% of goal reached

Community Libraries:

- OT – Early Learning Stations (ELS), puppets car, and Love Talk Play display (3)
- AR – ELS, block table, and Love Talk Play display (3)
- FF – ELS, flannel board, puzzles, and Love Talk Play display (4)

- MP – ELS, puppets/puppet theater and Love Talk Play display (3)
- AH – ELS, block table, puzzle table and Love Talk Play display (4)
- ML – Block table, puzzle table, puppets, and Love Talk Play display (4)
- CH – ELS, train table, puzzle table and Love Talk Play display (4)
- DP – ELS, block table, puzzle table and Love Talk Play display (4)

Resource Libraries:

- SV – 2 ELS, block table and Love Talk Play display (4)
- NS – 2 ELS, castle, block table, 2 end-panel activities, book drop, puzzle table and Love Talk Play display (9)

In 2013:

- 2934 items in the CAREER and TESTBOOK locations were checked out by members. This is up 1% from 2012's circulation of 2913 for these locations.
- Members enrolled in 782 Learn4Life classes, which went live to members in May 2013. Of those enrollments, 628 classes were completed, an 80% completion rate. On average, 81% of enrollments are job skill related, putting the estimated total of completed job skill related classes at 509.
- A total of 113 members used the SkillsCenter module (which includes Study Resources, Test Prep Resources, and Career Resources) in Tutor.com. This is up 57% from the 72 members who used the SkillsCenter module in 2012.
- Members accessed JobNow 505 times, including one tutoring session. This resource went live to members in December 2013.
- 1362 members accessed the Testing & Education Reference Center. This is up 28% from the 1062 members that had accessed this resource in 2012.
- 208 members created individual IT Academy accounts, and enrolled in 129 classes. This resource went live to members in November 2013.

2012 iterations of use: 4068; 2013 iterations of use: 5552; an increase of 36%.

In 2013 Spokane County Library District had 39 career-related programs in 2013:

- Backyard Bounty – Beekeeping (5)
- Backyard Bounty – Gardening/Landscaping (18)
- WorkSource Spokane – Job Seekers/Interviewing (7)
- Cake Decorating Drop-in Program (5)

In 2013 Spokane County Library District had 475 attend the following activities:

- STARS trainings—190 attend the 6 sessions.
- Whitworth Children’s Lit Class Lecture—18 attended the 1 session.
- WorkSource Job Seeker Series—57 attended the 6 sessions.
- WorkSource Behavioral Interviewing—5 attended the 1 session.
- Next Generation Zone interns—1 successful intern experience.
- 208 members created individual IT Academy accounts, and enrolled in 129 classes (enrollments are counted for this objective). This resource went live to members in November 2013.
- 75 members accessed JobNow 505 times, including one tutoring session (individual members are counted for this objective). This resource went live to members in December 2013.

In 2013, Spokane County Library District had 20 business support program opportunities:

- STARS training (6)
- WorkSource Behavioral Interviewing (1)
- Greater Spokane Valley Chamber of Commerce NxLevel Business Resources Class (3)
- Washington Health Benefit Exchange information meeting (3)

In 2013, Spokane County Library District has offered 171 collaborative programs:

- West Plains Beekeeper’s Association (5)
- WSU Extension/Master Gardener’s (18)
- WorkSource Spokane – Job Seekers/Interviewing (7)
- STCU – Various financial topics (19)
- Brent Sears, CFP. Savvy Social Security Planning (4)
- Sayre and Sayre – Estate Planning (2)
- Connie Kinghorn –Cake decorating (4)
- WAHealthPlanFinder – Washington Benefits Exchange’s Small Business Health Options Program (3)
- Emergency Preparedness – Spokane Emergency Management (6)
- Fly Fishing – Castaway Fly Fishing (2)
- PastPrimitive – 3D Printing (1)
- Mead High School—Holiday Harmony Concert (1)
- Deer Park Middle School—Holiday Harmony Concert (1)
- Liberty High School—Holiday Harmony Concert (1)
- East Valley High School—Holiday Harmony (1)
- Yokes—Cupcake decorating for teens (3)
- Spokane Symphony (5)
- Gonzaga University, Big Bing Theory (5)
- Fairchild Air Force Base (3)

- Mobius Science Center (32)
- West Valley Outdoor Learning Center (12)
- Celtic Nots (10)
- Jenks Family Music (14)
- Spokane Valley Heritage Museum (4)
- AIA Spokane (8)

Spokane County Library District had 72 community experts share their knowledge:

- Jack Miller (West Plains Beekeepers)
- Ellen Miller (West Plains Beekeepers)
- Steve Nokes (Master Gardener)
- Lt. Col. James O'Connell (Fairchild AFB)
- Rob Felton (Castaway Fly Fishing)
- Bonnie Gilbert (Local author)
- Dani McGowan (Genealogy)
- Jeff McMurtry (Celtic Nots)
- Christopher Barnes (Emergency Preparedness)
- SV Heritage (4 different speakers)
- Eva Lusk (Master Gardener)
- Norma Howell (Coupon Expert)
- Dick Sayre (Sayre and Sayre PS)
- Ed Lester (Master Gardener)
- Sam Le (Local author)
- Brent Sears CFP
- Janet Napoles (Spokane Symphony)
- Kurt Madison (Master Gardener)
- Anne Hagman (STCU)
- Lance Kissler (STCU)
- Keith Appleton (STCU)
- Sandy Harris (Master Gardener)
- Aaron Behrenbach (MOBIUS Science Center)
- Kelsey (West Valley Outdoor Learning)
- Gabe (West Valley Outdoor Learning)
- Bart Smith (Jiu-jitsu)
- Cory Jenks (Jenks Family Music)
- Chris Crutcher (Local author)
- Brad Lane (Spokane Paranormal Team)
- Gary Cutler (Backcountry Horsemen)
- Connie Kinghorn (Cake decorator)
- Jim Hunt (Local author)
- Linda Lawrence Hunt (Local author)

- Kelly Milner Halls (Local author)
 - Jason Lakis (Big Bing Theory)
 - Bonnie Gilbert (Local author)
 - Architects from AIA Spokane(10 different volunteers)
 - Tod Marshall (Primetime Scholar from Gonzaga University)
 - Choir directors from Liberty, Freeman, Deer Park, and Mead school districts
 - Andrew Jorgenson (PastPrimitive)
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- 2013 total physical item checkouts 2,503,012 / 445,697 total physical items in the collection = 5.6x average checkouts per item
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- Considering the number of resources included in this count, the data is too lengthy to be presented here. Specific data broken down by resource can be provided upon request.
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- 3,411 community groups and individuals used our meeting rooms in 2012. In 2013, 3,653 community groups and individuals used our meeting rooms. 242 additional uses / 3,411 = 7% increase.