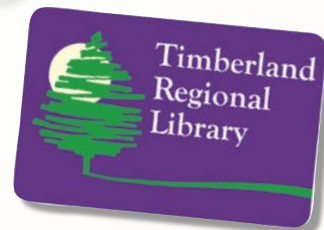


Timberland Regional is Your Library!



Your Timberland Library—It's a place where you can read comfortably, learn about whatever is important to you, connect with others in your community, and grow personally, professionally and socially.

Involvement and Partnerships. The focuses provide direction and establish a framework for prioritizing library operations.

Each priority includes a target date, point persons, and evaluation methods by which staff can measure how the priority has benefited each community. Every year, the evaluations will guide changes that respond to community needs that are also ever changing. Thus, the strategic plan is an unbroken cycle of research, planning, delivering, evaluating and adjusting.

This strategy focuses on retaining Timberland's excellent staff and hiring, training and mentoring qualified employees who reflect the demographics of Timberland's five counties. The goal is and will always be 100% patron satisfaction.

*"People are the heart of our library.
Quality service begins with me."*
~TRL Staff Motto

Services and Programs: To respond to the existing and emerging needs of people of any age, gender, culture, economic status, geographical location, or point of view.

Services and programs will be based on community needs expressed in surveys and during community chats. Each will be evaluated annually based on results.

Each year a program-planning calendar that responds to community needs will be developed. For example, programs for 2006 are based on 2004-2005 community chats and research. Literacy will be the focus for 2006. Reading and literacy programs for families and individuals of all ages are being developed for all 27 Timberland libraries. (*Additional programs at each branch will respond to other specific community needs.*) Timberland will also focus attention on its online information resources that support literacy and lifelong learning.

Each autumn, a new set of community chats will be held at each library. Annually, program results will be measured and new surveys will be conducted to guide the next year's programs and services.

People: To recruit, train and retain the employees as well as volunteers, Library Boards and Friends of the Library who make each Timberland library a place to belong.

Collections: To provide the books, magazines, newspapers, audiocassettes, DVDs, CDs, videos, electronic books, MP3s, online information databases and other formats that are needed by our residents.

Timberland Regional Library will maintain a vibrant collection, responsive and relevant for its communities. The library will continue to reserve at least 16% of the annual budget for materials. Timberland will be a leader in resource sharing in the state of Washington and will resist attempts to censor lawful materials, to block access to information, or to emphasize a particular point of view or political agenda.

Finances: To continually reinforce cost-conscious practices and to be active in developing and maintaining funding streams to pay for library services and staff.

Timberland is funded mainly by property taxes. As a public entity, Timberland is accountable to taxpayers for management of resources. The library will ensure that financial matters are managed responsibly and that internal processes are cost-effective and efficient.

Facilities: To provide buildings or other service points based on level of demand, funds available and cooperation with community partners.

A community isn't complete without a library. Timberland is seeking creative ways to provide new

service points other than full-service library buildings, based on the level of service needed in each location.

Timberland will conduct a Service Points Needs Assessment every other year to determine where to place new service sites, what services to offer, and how to offer them. Success will be measured by increasing access to library services.

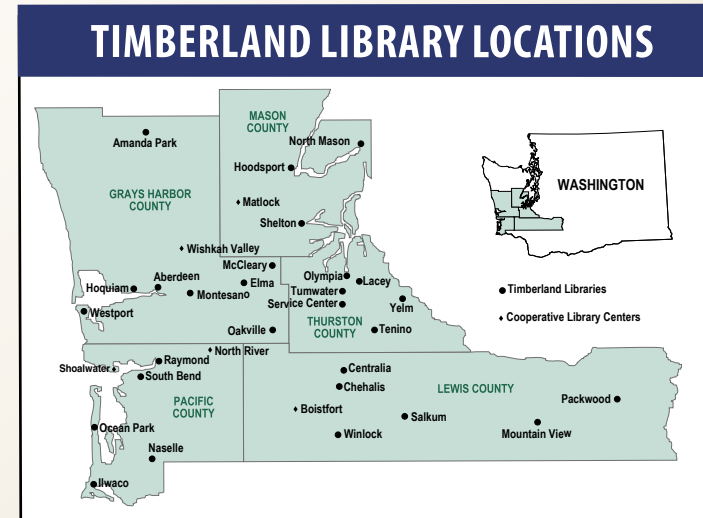
Marketing: To make sure the public knows about the vast array of services and programs Timberland offers to enrich their lives and support their endeavors, and to be recognized by every resident as an integral part of each community.

The citizens of Timberland's five counties support their libraries with their property tax dollars. Surveys show that many people are not aware of all the benefits of the library. Timberland is launching a vigorous awareness campaign to let people know how to get full value from their libraries. Success will be measured by increased use of library services, buildings, and resources.

Community Involvement and Partnerships: To be an integral part of each community and to partner with other agencies, organizations and individuals to meet community needs.

As the community's information hub, Timberland is committed to actively seeking and nurturing partnerships that will make our communities better places to live. In each community, there are agencies and organizations that exist to help people. Our missions sometimes overlap. By working together, we can expand our effectiveness and multiply our impact while avoiding duplication of effort.

Timberland will stay abreast of changes through yearly community chats and surveys of library partners and employees to measure the library's impact.



Timberland wants to help you reach your personal and professional goals and to improve the life of your community. TRL's motto "*Connecting learning to life*" reflects this aim.

To achieve its purpose, the library needed to rediscover its communities and their residents: Who are the people that live in Timberland's five counties? What do the communities and the people truly want and need that their libraries could offer them? With that information, the library could craft a plan to do the right things in the right way, efficiently and effectively.

Making Timberland Yours

In January 2004, the library embarked on a process of face-to-face community information gathering, research, analysis, and discussion. Timberland staff, the Board of Trustees and members of the public worked all that information into a plan that will guide the library in serving the people of Grays Harbor, Lewis, Mason, Pacific and Thurston counties over the next five years. The TRL Board of Trustees adopted the final Timberland Regional Library 2005-2010 Strategic Plan: Bridge to Tomorrow on May 25, 2005. The plan looks to the future and also builds in a process of continual review and adjustment.

Seven Areas of Focus

Seven areas of focus comprise the core of the plan. They are: Services and Programs, People, Collections, Finances, Facilities, Marketing, and Community



Timberland Regional Library Mission Statement

Timberland Regional Library provides

Information

Resources

Services

Places

Where all people are free to

Read

Learn

Connect

Grow

Timberland Regional Library Vision Statement

For every reader, the best book

For every question, the best answer

For every need, the best resource

For every encounter,
the best experience

For every library dollar, the best value

For every person, a place to belong

Process: *How The Strategic Plan Was Developed...*

On May 25, 2005 the Timberland Regional Library Board of Trustees adopted a strategic plan, Bridge to Tomorrow, that will guide the library in serving the citizens of Grays Harbor, Lewis, Mason, Pacific and Thurston counties over the next five years.

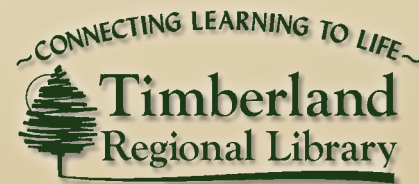
The process of developing the plan began in January 2004 with a series of interactive studies that involved the public, library staff and TRL's Board of Trustees:

Map studies provided a snapshot of who uses each library, their age levels and where they live.

Community chats gave representatives of organizations, agencies, and other groups an opportunity to meet with staff at each Timberland library to talk about issues and challenges in their area.

A demographic and growth estimates study provided a statistical basis for comparison and prediction.

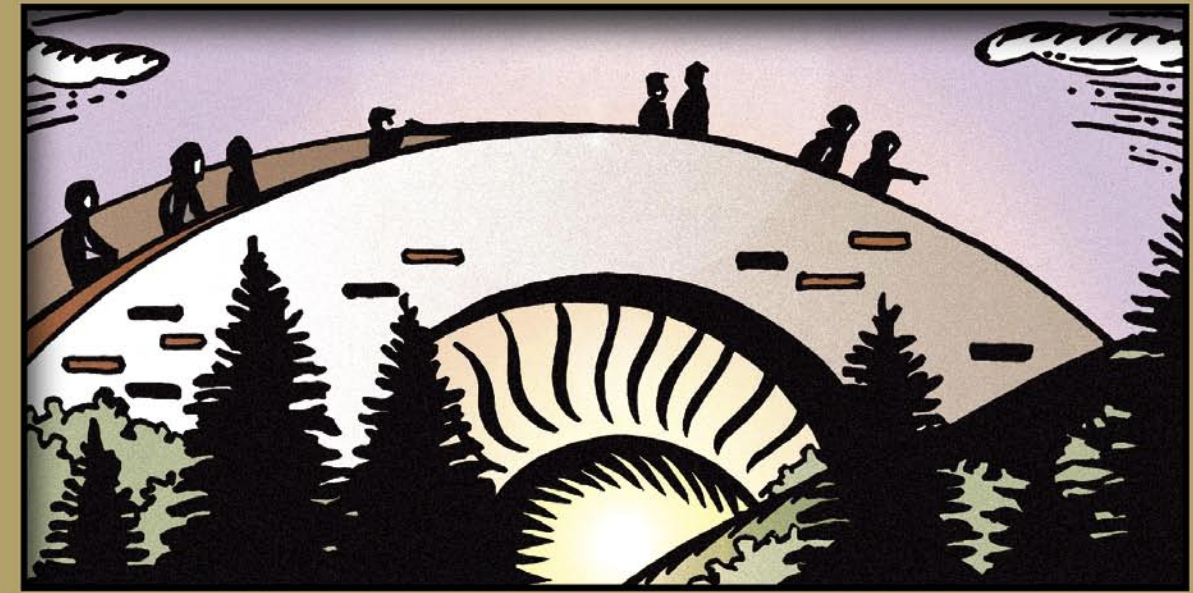
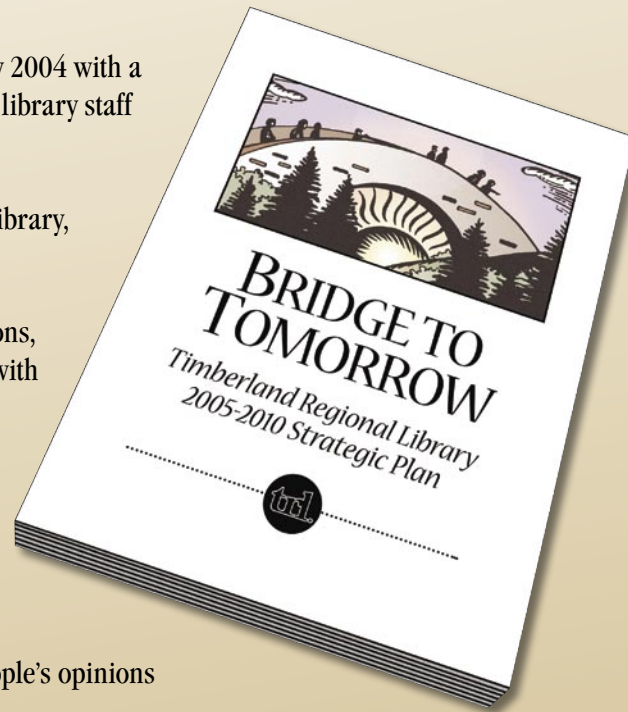
Surveys of library users and non-users obtained people's opinions and expectations of the library.



Meetings of members of the staff, Trustees and the public provided opportunities to discuss the information and to set the scope and direction of library services for five years.

From all these community information gathering activities, research and subsequent work sessions, TRL Director, Jodi Reng, the planning committee, and library administrators developed the Bridge to Tomorrow, the 2005-2010 Strategic Plan as well as new Mission and Vision statements.

For a copy of the complete 2005-2010 Strategic Plan document, please visit the TRL website at www.trlib.org or telephone the TRL Executive Assistant at 360-704-4501.



BRIDGE TO TOMORROW

Timberland Regional Library 2005-2010 Strategic Plan



Timberland Regional Library

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Timberland Regional Library