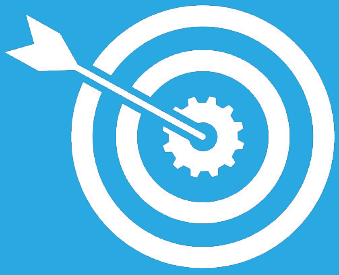


libraryIQ

city of
CORONA

CORONA PUBLIC LIBRARY STRATEGIC PLAN



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Create a dynamic strategic plan to guide Library decision making

Ensure the plan is grounded in significant community input and data analysis

APPROACH TO STRATEGIC PLANNING

Discovery and Analysis

- Statistics: visits, circulation, programs, technology, etc.
- Key ratios: services per capita
- Benchmarking: comparison to peers, state and national averages

Community Engagement

- Partner with Staff
- Focus on Equity
- Project Website
- Skilled Facilitation
- Discovery Presentation

Findings and Reporting

- Collaborative, Iterative Process
- Analyze Current Usage and Data
- Ensure Equitable Access
- Draft goals and objectives

Continual Communication, Evaluation and Adjustment

RESEARCH PROCESS

What will the City of Corona and the Library look like in five years?

Research focused on demographics, interests, and evolving needs.

How can Library services evolve to meet community needs?

Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis were conducted.

What strategic goals would meet community needs effectively?

Analysis and synthesis of information and data resulted in a clear set of strategic goals and objectives.

DATA SOURCES

Ideas and feedback from nearly 2,000 residents

- LibraryIQ collection data analytics and consumer segmentation
- Corona Public Library Strategic Planning Website
 - Survey - **1,719 responses**
 - “Big Idea” for the Library - **59 responses**
- Social Media Comments - **33 responses**
- Focus Groups
- Interviews
- Staff Workshop
- United States Census
- Institute of Museum and Library Services

GOAL 1: STRONG COLLECTION AND SERVICES

- **Improve physical collection access and selection**
- **Improve electronic collection access and ease of use**
- **Access materials through larger network**
- **Implement data-driven collection development practices**
- **Help ensure children enter kindergarten ready to read**
- **Amplify literacy services through partnership**
- **Provide literacy opportunities for families**

GOAL 2: INNOVATIVE SPACES

- **Survey and collect user data to better understand use of library facility**
- **Encourage Placemaking and Community**
- **Provide focused, limited, high-value customer facing technology**
- **Position the Library as a place for technology access and support**
- **Help close the “tech-fluency” gap for residents, particularly in emerging technologies**
- **Ensure a comprehensive understanding of customer-facing technology among Library leaders and staff**
- **Research and explore new, tech-inspired ideas**
- **Provide modern, efficient library facilities**

GOAL 3: COMMUNITY GATHERING

- **Provide programs and services that align with the City of Corona vision to be a safe, vibrant, and family-friendly community**
- **Make accessing Library services easy for all City residents**
- **Support life skills and healthy living**
- **Elevate Entrepreneurs and Small Business**
- **Prepare and Support our Residents for Jobs of the Future**
- **Enhance Communication & Connection**

GOAL 4: LIBRARY VISIBILITY

- **Educate residents about the value of library services**
- **Raise awareness of the Library and its services**
- **Increase circulation for the electronic collection**
- **Emphasize sustainability**

NEXT STEPS

The Plan will go to City Council in December for final approval.