Pima County Public Library

Community Impact Plan

2016-2020

**PIMA COUNTY
PUBLIC LIBRARY**

powering possibilities

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Introduction

Community impact planning starts with the community as the main point of reference. We gain important knowledge as we talk with people around their aspirations, their concerns, and how they see their community.

The process allows us to learn from people about the kind of community they want to create. It provides a roadmap that helps the Library focus on responding to community needs. It enables the Library to identify outcomes and priorities that guide the work we do.

A Community Impact Plan helps Library Advisory Board members, the Library Director, and staff to reshape services and programs to fulfill the community's vision. This plan is designed to allow the Library to be responsive to the community needs as they change.

> **Turn Outward {verb}**
>
> " *The act of seeing and hearing those in the community and acting with intentionality to create change; A reorientation toward the community; A framework for making community-based decisions that focuses on impact, equity and collaboration.* "
>
> **--The Harwood Institute for Public Innovation**

The Process

We learned who our audience is and what is important to our patrons through a customer research study conducted in 2014. Survey data allowed us to look at how people were using and experiencing our libraries.

We held community forums to help understand the challenges of our community.

The Library Board gave us their thoughts concerning the needs and challenges of our community.

Our staff contributed their ideas about our mission, vision and values. We asked the question: "If our library was 100 percent successful, what would that look like in our community?"

As we focused on the positive impact we want to have in our community, we researched county and municipal plans to ensure that the Library's plan aligns with Pima County and municipal goals.

Timeline

The Community Impact Planning (planning) Team has been involved in developing and facilitating this process.

February (2015)

The Communications Strategy (strategy) Team works with the planning team to relate our key messages and sharpen up mission vision and values using survey data.

April

Community forums take place at libraries in each Pima County District, including one forum for Spanish Language speakers.

May

Advisory Board members and stakeholders learn about the mission, vision and values, and share how they see the future and the Library with the community as a reference point.

June –September

The strategy and planning teams surface staff leadership and knowledge by starting with the vision and connecting it with the positive impact the Library can have in the community to set priorities.

January

The planning team posts the Impact Statement (mission, vision and core values), as the guidepost for decisions and actions, and the key criteria to evaluate decisions and actions. Feedback gathered and research into county and municipal plans helps the planning team to zoom in on three priorities: Education, Innovation and Community.

June

Aims, Outcomes, Development Areas and Action Statements, connect the Library's plans to: the Impact Statement; *Pima Prospers,* Pima County's long term plan, and its *Economic Development Action Items*; and ongoing discussions about 100 % success and what the Library's legacy with Pima County will be.

July (2016)-

Pima County Public Library's Cycle of potential, innovation, and change begins.

Impact

We use three statements as touchstones for decisions we make and actions we take. The vision, mission and core values root the community into the heart of our work.

Community Vision

1

IMPACT, or what matters the most -- the future we wish to create for our community.

Our vision is an educated, connected community of readers, learners, doers and dreamers.

Accountability (Mission)

2

Accountability, or what it looks like when we put our vision into practice.

We transform lives by educating, inspiring and connecting people.

Core Values

3

Values, as we reach for our vision, our work will be true to our core values so we can be the **change** we want to see in our community.

Education
We learn and teach every day.

Excellence
We exceed expectations.

Freedom
We defend the right to read and to know. We are free and open to all.

Diversity
We serve everyone. We find strength in celebrating our differences.

Innovation
We dream big. Anything is possible.

Community
We work with our community to improve lives.

Passion
We love what we do.

Priorities

In order to establish conditions for success, make decisions, set aims, design services and take action, we have decided the following core values and key messages are most important for the near term: 2016-2020.

Priorities

Education
We learn and teach every day.
We are part of a larger group of educators, including community groups, schools and colleges, which improve the quality of life in our community. We offer everyone—regardless of age, background, or means—opportunities to keep learning or to learn something new.

Innovation
We dream big.
The Library is about your hopes and dreams for tomorrow—an inspirational and aspirational concept that focuses on bringing possibilities to life and helping people change their lives. We want to help you reach for new opportunities and grow from where you are.


Community
We work with our community to improve lives.
We recognize the complete person, not just one aspect of an individual or one particular need someone might have. We actively seek opportunities to include all people in all of our work. Everyone's experience is different, and that's something we value. We build community and connections around that.

Outcomes

We will contribute to our vision of the community and bring about positive community benefit by focusing on aims and outcomes in the priority areas.

	EDUCATION	INNOVATION	COMMUNITY
Aim for High Outcomes	**Powering Education** People of all ages enjoy environments and participatory opportunities that foster a strong life development path. ——— People find the support they need as they explore, become informed, use new technologies, direct their own education – and reach for their potential. ———	**Powering Innovation** People feel included, connected to others and the broader community as collaborators, creators, mentors, and innovators. ——— People interact with extended community networks and opportunities that increase their productivity. ———	**Powering Everyone** Families access knowledge, education, and resources that support their ability to flourish, be healthy, and fully engage in the lives and school success of their children. ——— Families have spaces that foster their ability to learn and engage with one another and the broader community. ——— Everyone in our community feels welcome. We honor diverse backgrounds, languages and culture so people are represented, invested in community issues and feel empowered to create community change. ——— Practices, platforms and resources adapt and remain accountable to creating community benefit. ———

Aligning Plans

We researched other plans to ensure that we move our assets and align our plans and actions and develop with broader Pima County and community efforts aimed at creating the best future for residents.

Development	**Education** *Between 2016-2020, as we are powering education we will:* • Provide opportunities for people of all ages and levels of learning to develop life and career skills with a focus on information, media and technology; opportunities that allow them to participate equitably in a 21st century environment. • Establish flexible spaces based on a connected learning framework -- by providing interest-driven learning with the support of expert and peer mentors, and real world applications that link people to academic or future life success. ***Pima County's Economic Development action items and the comprehensive plan Pima Prospers 6.1(2)***
Development	**Innovation** *Between 2016-2020, as we are powering innovation we will:* • Provide innovation spaces that allow people to regularly collaborate with one another in onsite and online settings; spaces that help communities access a family-sustaining income, encourage livelihood and build social capital, business retention, expansion and attraction. • Co-create and deliver opportunities and experiences that allow everyone to take their dreams and ideas off the drawing board and make them into reality. ***Pima County's Economic Development action items and the comprehensive plan Pima Prospers 6.1(2)***
Development	**Community** *Between 2016-2020, as we are powering community, families and people we will:* • Improve the livability of the community and bring people to a higher state of wellness by providing them with avenues to actively contribute their expertise to finding solutions; building services and content; and taking action. • Offer child-centered, engaging environments that address the social, emotional and cognitive aspects of learning. These "brain-building" spaces will support the development of executive functions and deeper learning through fun, open-ended inquiry, play, and discovery. • Design services that: increase access; honor culture, and linguistic background; and raise the family's ability to support children's school success--by leveraging high-level partnerships, national collaborations, online and in-person networks. ***Pima County's comprehensive plan Pima Prospers, Human Infrastructure Connectivity (5.6)***

Action

The Pima County Public Library will be a big force for creating community benefit.

Powering possibilities…

Connect people with ideas and networks
that allow them to be a part of something bigger as mentors, collaborators, creators,
and innovators.

Design services that nurture and sustain
innovation, health, financial stability, and success.

Educate and provide a foundation to improve people's quality of life
with access to knowledge, new digital technologies, learning systems and
applications.

Increase awareness and responsiveness
to serve all people with inclusive services and equitable access to knowledge and
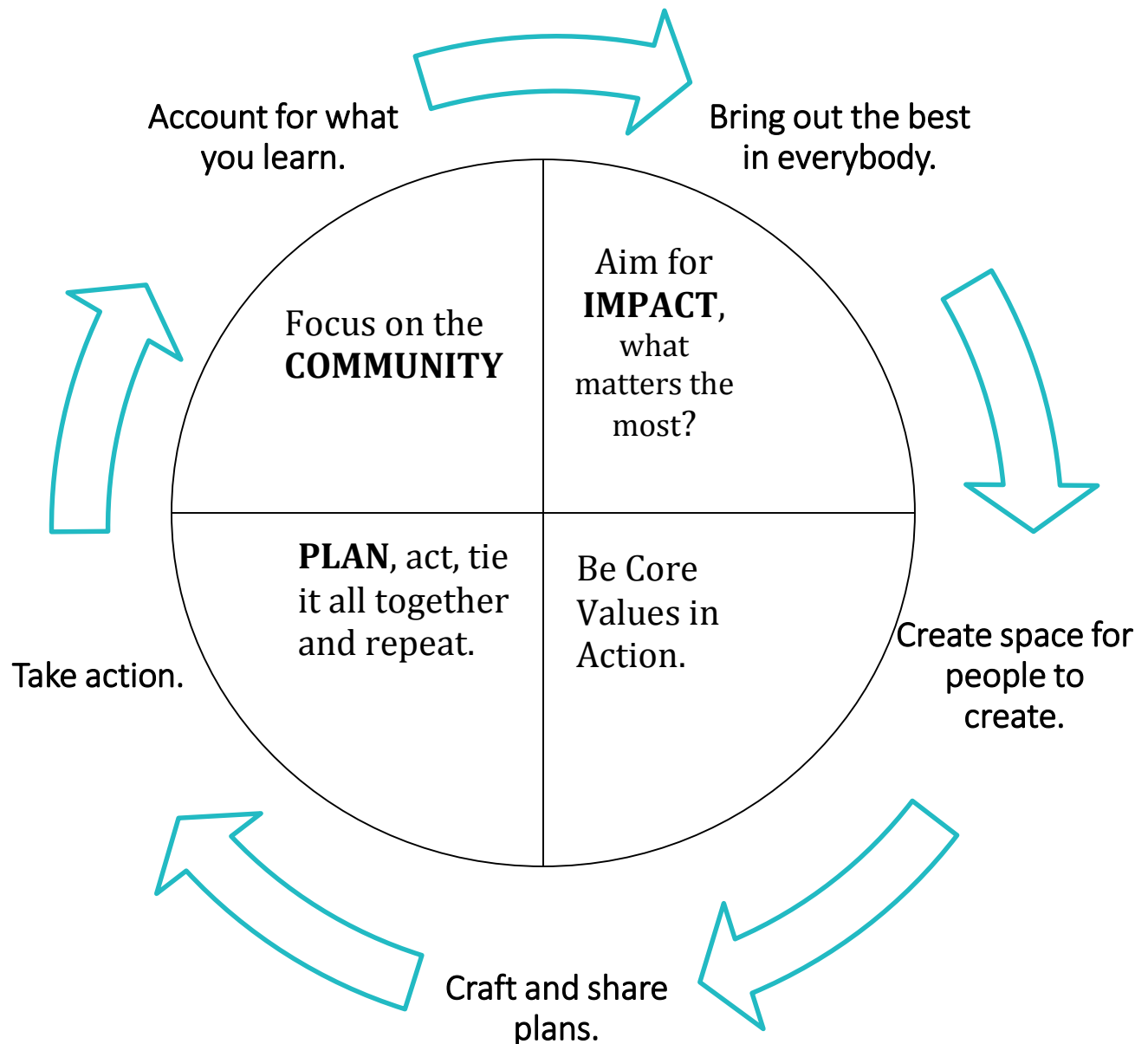information.

Mobilize community assets and create capacity to
support life-transforming opportunities.

Appendix A
Cycle of potential, innovation and change

Goal setting and project development continue through a cycle, that starts when we work with the community, design and share the plan, take action according to the plan, regroup, and begin again based on what we learn. We will change our efforts to ensure the best future for Pima County residents as we meet, learn and take action with the community.

Account for what you learn.

Bring out the best in everybody.

Focus on the **COMMUNITY**

Aim for **IMPACT**, what matters the most?

PLAN, act, tie it all together and repeat.

Be Core Values in Action.

Take action.

Create space for people to create.

Craft and share plans.

Acknowledgements

To all of you—inside the library and out in the community-- who shared leadership, insight and other contributions to our vision-based community impact planning effort,

You know how to bring out the best in every person and every situation. Keep aiming for high outcomes, changing for the good, and creating an amazing library legacy for all of us in Pima County.

Thank you.
--the Planning Team

Board Members

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Joelyn Marlowe, *District 2*
Nubia Bertsch, *District 2*
Cheryl Langer, *District 3*

Rebecca Whitmer, *District 3*
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