

**Newport Public Library Strategic Plan**  
**SWOT (Strengths, Weaknesses, Opportunities, Threats)**

2/11/21

**Strengths:**

- Staff Competence
  - Diversely talented, efficient, and dedicated staff that is always learning and flexible
  - Institutional memory/knowledge
  - Willingness to change and go with the flow when change occurs
  - Desire to help ALL patrons regardless of their situation in life
  - Teamwork
  - Creative and out of the box thinking
  - Reader's Advisory
  - Customer Service
  - Energetic, visionary, and strong leadership (in-house)
  - Willing to work with community to the best of ability and always offer ideas/suggestions/recommendations
  - Staff blends well with each other
- Library
  - Newport's Living Room
  - Relatively large space
  - Nice location
  - Plenty of parking
  - Great meeting room spaces
  - Beautiful building
  - Long community history
  - Respected as an institution among stakeholders
  - Not a great budget, but not terrible
  - Ongoing investment in security (TCB)
  - Community support and trust from throughout the county (patrons, organizations, and other libraries)
- Supportive, informed, successful Library Board and Foundation
- Programming and Services
  - Virtual Programming
  - History of extensive programming and outreach to build on
  - Broad scope of programming for each of our age groups (0-100)
  - Library Take Out: Offering assistance behind a small barricade to provide safety for both parties during COVID-19

- Provides a safe location for patrons to get items and use Wi-Fi from their cars and outside
- Welcoming to all, recently to teens (pre-COVID)
- Fairly good tech-RFID, new public computers, etc.
- Outreach
- Library Collections:
  - English and Spanish
  - Extensive collection for a small, rural library
  - Fairly diverse and engaging collection

**Weaknesses:**

- Aging Infrastructure
- Short staffed
- Currently not open enough hours due to being short staffed
- Do not always feel supported or valued by City Government
- Low visibility of City Administration in the Library building or utilizing services/resources
- Perception of being a non-essential service
- Falling short on:
  - Offering tech to community
  - Having energy and resources for as much as programming as we would like
  - Adequate collection maintenance and upkeep
    - Bibliographies
    - Weeding
    - Subject Headings
- Budget and budget reductions
- Lack of space and storage in the library
- Dated furniture
- Supervisors need private office space, no privacy for conversation
- Space for collection expansion and library of things
- COVID-19 limitations are a temporary weakness
- Not using staff skills and interests to full potential
- “Invisible” to too much of the community
- Not being able to reach fully into the Latinx community
- Need more staff training on various tasks created and available during COVID-19 and in general
- Outreach to underserved communities
- No Spanish speaking staff members or volunteers
- Bilingual publicity and marketing
- Technology for staff to do different parts of their job (camera for pictures and filming)

- Keeping up with technology
- Lack of collection development policies that stress representation of BIPOC and LGBTQ+, it should be explicitly documented
- Lack of administrative power over ILS (library management system/ catalog) features

### **Opportunities:**

- Expand partnerships with business, cultural, and other community agencies
- More and deeper presence “at city hall” on the table for community issues
  - Homeless Task Force
- More connections to other city departments
- Expand Library and Performing Arts Center (PAC)/Visual Arts Center (VAC) partnership
- Additional ways to say “Thank You” to those who have been supportive during COVID-19 and pre-COVID
- New avenues to reach the community
- Promote staff development by mandatory/incentivizing/encouraging that staff ALL learn Spanish
- As we move from the COVID-19 closure into reopening:
  - Opportunity to be very intentional about how we reopen
    - What will ILL look like?
    - What will staffing look like?
    - What will hours look like? (i.e. Pre-COVID, some staff felt nights were slow)
- Opportunity to expand staff to address weaknesses:
  - Bilingual/cultural input
  - Stronger internal technical skills
- Build a partnership with local food stores to offer coupons for patrons/connections with local food banks to offer information for patron usage
- Find connections with local non-profit organizations that provide care for the homeless community; find ways to promote services to our homeless community
- Branch out to connect with non-profits outside the community
- County-wide community reads program
- Cultural Pass Program
- Library of Things
- Ability to check out laptops, portable devices, mobile hotspots
- Rejoin the rest of Lincoln County by sharing an ILS (library management system/ catalog)
- Outreach to Spanish-speaking population
  - Connect with Spanish-speaking families.
  - Help them get to know more about the library, services, and resources available (Mango Languages, DMV, bilingual library materials)
  - Sign up for library cards and how to use

- Align with the City of Newport's Vision 2040 plan to help emphasize the library's usefulness and value
- Interactive library grounds
- Permanent Story walk on library grounds
- Library cards for every student in the school district during registration
- Connect more with the schools for collaboration, outreach, and getting library cards into kids
- Cultural diversity and high school student representation on the library board and library foundation
- Homework hub
- Social worker in the library
- Staff representation on different community boards
- Staff training
- Monthly library newsletter to have a staff highlight/spotlight section
- Monthly articles in the newspaper

#### **Threats:**

- Funding shortfalls and budget cuts
- Staffing inadequacies
- The library is intended to serve the whole community. Some of the community members find unhoused people in and around the library off-putting and even frightening.
- Reality of trying to keep up with technology
- Time
- Trained security officers
- Limited library hours to accomplish goals and serve the community
- Retirement/loss of institutional knowledge
- Lack of ethnic language speakers on staff
- Lack of library use by City administration and staff
- Ineffective or inadequate communication skills
- Staff burn out
- COVID-19
- Language barriers
- Challenge of relevancy in a changing world
- Adapting to eResources from physical resources and balancing collections in order to serve ALL patrons
- Low visibility of City administration in the library
- Lack of administrative powers of ILS (library management system/ catalog)
- City priorities

- Lack of community resources for unhoused population