



STRATEGIC PLAN

2025 to 2029

January 24, 2025

LIBRARY MISSION

*Inspiring ideas
Enriching lives
Creating community*



VISION

*Fun, exciting, inviting
Friendly, inclusive
Family-oriented
Easily accessible
Enriching experience
Discovering new things
Community place, local, unique
Responsive to the community*



VALUES

*Community
Competent, capable leadership
Trusted and ethical
Caring, kind, friendly, inclusive
Responsive, reliable, accountable
Committed
Forward thinking*

Executive Summary

The Loomis Library and Community Learning Center is a free, municipal library located within walking distance of historic downtown Loomis, California. In existence since 1899, the library welcomes all people, and strives to be the learning center of the community, a place to discover ideas, engage in the joy of reading, and harness the power of information to improve lives.

This strategic plan was developed to help shape library direction to meet the needs of a growing and changing community. The planning process began in March 2024 and included an environmental scan, library performance benchmarking and trends analysis, SWOT analysis, community survey, two planning workshops, and stakeholder interviews.

After becoming a department of the town in 2019 and rebounding from COVID, the library has since flourished with popular programming and increased membership and usage. The library is well known in surrounding communities for its welcoming space and unique features and character. The newly opened Demonstration Garden in partnership with UC Davis Master Gardeners of Placer County provides an educational environment with areas devoted to pollinator-friendly gardens, homeowners association-friendly gardens, rain gardens, a compost demonstration area, California native woodlands, a lawn alternative meadow, hedgerows, an edible garden, straw bale alternative, and an orchard.

The Library also provides dedicated space for the Loomis Historical Society, with a growing history museum and genealogy center. Books, artifacts, and photographs tell the story of the early days of the region.

With strong programming and relevant content, the library continues to appreciate strong support from the community, with a large majority agreeing that the library is an important resource and community space for Loomis residents, and that it plays a critical role in educating all ages in a modern library space. Library leadership and staff are well appreciated and perceived as in tune with the community.

Library Highlights

The Library is an active and engaged community resource by many indicators:

- Collection use has tripled over the past two years, for both physical and electronic content.
- Programming and attendance continue to increase.
- The number of cardholders reached 3,000 in 2024, increasing 28% since 2022.
- The Demonstration Garden opened in 2024 and is a popular attraction.

Library Challenges

The strategic planning process uncovered several issues that the library needs to address in order to best serve the needs of the community. Community members note that the small size of the library building limits the library's ability to provide adequate space for programs, collections, and services. Aging furnishings need refreshment. Staff do not have enough space to work effectively.

Computer technology is aging and does not meet service standards. Many library spaces do not comply with current ADA requirements.

Community members want more open hours to access onsite library resources and programs. Community members want more programs, and more varied programs, across age groups and interests. Library staff and volunteer capacity will need to be expanded in order for the library to meet these stated needs.

The library's relationship with Town leadership needs to continue to be nurtured and strengthened so that the library can work more closely with the Town, contribute to the vitality of Loomis, and continue to be the pillar of learning and community engagement that the people of Loomis have relied on since 1899. Stakeholders note many potential opportunities for positive, productive partnerships between the Library and Town, local businesses, schools, and other entities in the region that will enable the Town of Loomis to grow and thrive.

Focus Areas

This strategic plan reflects excitement about what the library can do for the community, both now and into the future. The following areas of focus were developed out of information gathered in a community survey and forum, stakeholder interviews, planning workshops, and demographic and benchmark data gathered by the planning team.

- Refresh and expand the physical space to meet the needs of growing community, to provide adequate staff workspace, programming space, and outdoor learning space. Correct ADA compliance deficiencies.
- Increase programming and collections in needed areas, such as supporting growing number of homeschoolers, and all ages across a wide range of interests. Highest ranked interests include science and technology, arts and culture, crafts, and information literacy, as well as local history and the demonstration garden.
- Expand access to library facilities and services with increased hours.
- Build staff and volunteer capacity to maintain high quality programs and services.
- Strengthen bonds with Town leadership, enhance communication, and build advocacy among the community to support the development of beneficial, productive partnerships.

STRATEGIC ACTIONS

Goal 1: Facilities and Space

Provide library spaces that meet the current and future needs of staff and community users, to enable staff to provide services and programs that community members value.

Actions:

- Correct ADA compliance issues.
- Refresh current interior and exteriors and furnishings.
- Work with the Town Council to develop a building plan and funding strategy for expanding interior space and developing exterior spaces, to be completed by 2030.

Goal 2: Access to Library Programs, Services, & Collections

Work with community partners to develop programming, collections, and services to enrich community learning.

Actions:

- Develop programming that addresses needs of the Loomis community across diverse ages and interests.
- Develop partnerships with educators, service organizations, nonprofits, and businesses.
- Expand open hours to reach average benchmark levels.

Goal 3: Staffing

Provide staff capacity to meet programming and service needs.

Actions:

- Analyze task and time requirements for essential services and programming, as well as potential desired programs.
- Develop plan to gradually increase staffing commensurate with needs.
- Develop plan for recruiting and training volunteers, engage a volunteer coordinator, and build a volunteer corps.

Goal 4: Communication, Advocacy & Sustainability

Communicate effectively with Town officials and the community to strengthen relationships, increase engagement, and heighten advocacy for library services.

Actions:

- Improve communication with Town Council.
- Provide training for Library Board.
- Expand library newsletter content and reach.
- Develop fundraising capacity.

ACTION TIMELINE 2025 - 2027

GOAL	JUL - DEC 2025	JAN – JUN 2026	JUL – DEC 2026	JAN-JUN 2027
A. FACILITIES & SPACES	<ul style="list-style-type: none"> Plan and budget for immediate interior painting & furnishings refresh Finalize plan to address ADA issues Begin ADA fixes Gather data on expansion possibilities (field trips, etc.) Develop wish list of design ideas, needs Increase use of outdoor spaces Conduct inspection of building 	<ul style="list-style-type: none"> Continue ADA fixes Paint interior & exterior refresh Refresh furnishings Begin planning with Town for expansion: <ul style="list-style-type: none"> --Appoint Building Committee --Explore finance options (capital campaign, etc.) --Gather community input 	<ul style="list-style-type: none"> Complete ADA compliance Develop building plan with Town: <ul style="list-style-type: none"> --Design wish list --Financial plan --Timeline 	<ul style="list-style-type: none"> Explore building alternatives (expansion, new construction, move to existing building, etc.) Select building choice Estimate costs Issue RFQ/RFP for building consultant, architect
B. ACCESS TO LIBRARY PROGRAMS, SERVICES & COLLECTIONS	<ul style="list-style-type: none"> Review collection development plan & materials reconsideration policy Develop plan for field trips Develop program outreach plan 	<ul style="list-style-type: none"> Create & implement a specialized local program (eg Demonstration Garden, Historical Society, etc.) Refresh library computers Research grant opportunities for programming, professional development 	<ul style="list-style-type: none"> Create & implement a new program for one age group/demographic with a new partner Apply for a grant to improve library services 	<ul style="list-style-type: none"> Create & implement a new program for one age group/demographic Increase open hours Research grant opportunities to improve library services
C. STAFFING	<ul style="list-style-type: none"> Conduct time/task study Implement Live Scan program 	<ul style="list-style-type: none"> Develop staffing plan for gradual program & service growth Develop volunteer plan to increase capacity Provide staff professional development opportunity 	<ul style="list-style-type: none"> Implement volunteer online signups Develop volunteer training/ onboarding process 	<ul style="list-style-type: none"> Hire additional new staff Recruit volunteer coordinator & volunteers
D. COMMUNICATION, ADVOCACY & SUSTAINABILITY	<ul style="list-style-type: none"> Install signage around Town Review Town communication process to fix content errors Develop plan for enhancing communication with Town Council Library attends one or more additional community/ regional events Invite Town Council members to library 	<ul style="list-style-type: none"> Provide training for Library Board Review & expand library communication plan, including building expansion updates Develop list of past, present, and future partners 	<ul style="list-style-type: none"> Expand mailing list to partners Review & refresh newsletter content Plan library card sign up campaign Begin capital campaign 	<ul style="list-style-type: none"> Implement library card sign up campaign Invite Town Council to Library Hold fundraising event for capital improvement



ACTION TIMELINE 2027 - 2029

GOAL	JUL - DEC 2027	JAN - JUN 2028	JUL - DEC 2028	JAN - JUN 2029
A. FACILITIES & SPACE	Award contract - architect Monitor design schedule	Finalize design Issue RFP for construction firm	Award contract- construction firm	Break ground for building expansion
B. ACCESS TO LIBRARY PROGRAMS, SERVICES & COLLECTIONS	Apply for a grant to improve library services	Plan & implement new program Research grant opportunities	Plan & implement one new service for families or other group Apply for a grant	Evaluate technology needs
C. STAFFING	Provide professional development opportunity	Review volunteer program, training plan	Review staff time/task	Provide professional development opportunity
D. COMMUNICATION, ADVOCACY & SUSTAINABILITY	Building project update Review Library Board training program	Building project update Invite Town Council to library Fundraiser Develop strategic plan for 2030-2035	Building project update	Building project update Invite Town Council to Library Fundraiser