



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** 2

**Agenda Date:** September 22, 2022

**In Control:** Community Health, Environment and Culture Committee

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**DEPARTMENT:** Library

**DEPARTMENT HEAD:** Ramiro Salazar

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Development of Library's Strategic Plan.

**SUMMARY:**

A briefing on the development of a Library Strategic Plan and of a community needs assessment in forming the strategic plan.

**BACKGROUND INFORMATION:**

The San Antonio Public Library's mission is to change lives through the transformative power of information, imagination, and ideas. Through a collection of nearly two (2) million items; access to public computing; trained, professional staff; library buildings and programs; the Library is a community wide resource.

In 2019, the San Antonio Public Library initiated a Community Needs Assessment as the first step

to the development of a Strategic Plan for the Library Department. To undertake a comprehensive assessment of need, the Library contracted with Orange Boy, LLC. During the COVID-19 pandemic, data collection paused and resumed in early 2022 once our community adjusted living with COVID-19 as part of every-day life. The Project Team understood the impact of the COVID-19 pandemic on library operations and user behaviors and acted accordingly.

## **ISSUE:**

The Library Department undertook a multi-pronged approach to data collection for the Community Needs Assessment. The collections methods included interviews with City Councilmembers (2019 & 2021), City Leadership and Library Board of Trustees; in-person bilingual interviews at every library location; virtual bilingual online surveys to users and non-Library users; targeted block walking and door hangers; and focus groups. The input from both users and non-users is included with usage data of the Library Department as well as a basic community demographic profile.

The focus groups will in some-part validate the Community Needs Assessment data and will signal the conclusion of the Assessment.

In October 2023, the Library Department will initiate a planning process to develop a three-year strategic plan. Building on the data and data analysis harvested from the Community Needs Assessment, the Library Department will follow a systemic process, facilitated by consults, Orange Boy, LLC., for a plan to guide the library through 2026.

Library Staff, from all levels, of the organization, will have an opportunity to participate in the development of the Strategic Plan. Once adopted by the San Antonio Public Library Board of Trustees, the Library Department will launch a comprehensive communication plan to bring awareness to the new Strategic Plan and Library's plan to execute such plan.

## **FISCAL IMPACT:**

**There is no fiscal impact.**

## **ALTERNATIVES:**

Briefing item only, no action.

## **RECOMMENDATION:**

Briefing item only, no action.

