



DATE: July 23, 2015  
TO: Strategic Vision Process Participants  
FROM: Betty Waznis, Director *BW*  
Chula Vista Public Library  
SUBJECT: Strategic Vision Progress Report July 2015

Greetings, library and community supporters. Thank you again for participating in Chula Vista Public Library's Strategic Visioning process several months ago. At this point, we want to apprise you of progress we have made toward the vision and goals you articulated for the community through that process.

#### Your Strategic Direction

Your vision for the future of the Chula Vista Public Library:

- A nucleus of learning, culture and recreation
- A catalyst for innovation business and growth
- A vital and robust community partner

Your Services and Facilities vision:

- Provide access to library services at the time and place of need
- A social forum that creates community connection around topics of shared interest
- Personalized service such as content recommendations tailored to individual preferences and borrowing history
- A distinct brand that elevates the library's profile in the community and communicates its value
- An experience of place – both physical and virtual that is inviting, engaging, welcoming and inspiring
- Tiers of service, even offering opportunities for revenue generating and enhanced levels
- Sustainable organization with excellent staff, ample funding for resources and operations, and mutually beneficial partnerships.

We've been able to make some progress in some of these areas; others are still in the works.

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These are the accomplishments we have achieved since we met.

*A nucleus of learning, culture and recreation*

- Successful expansion of Kindergarten Boot Camp, a preschool readiness and learning experience
- Renovation and relocation of Chula Vista Heritage Museum for better access
- Improved teen collection of e-books and print books
- Secured 3-year supplement to materials budget
- Introduced magazine collection in digital format for mobile device or computer
- Expanded and renovated collection of bilingual books for children and teens
- Expanded Afterschool homework help
- Provided citizenship classes

*An experience of place – both physical and virtual that is inviting, engaging, welcoming and inspiring*

- Library facilities are key consideration in infrastructure assessment process currently underway; includes many library needs. Part of long range infrastructure improvement plans for City of Chula Vista
- “The Hub” opened at the Otay Ranch Library, a separate 2000 sq. ft. community and programming space; includes a popular passport acceptance facility
- Replanting and renovation of gardens and parking lot landscaping at South Chula Vista and Civic Center Branch libraries, courtesy of the Chula Vista Garden Club
- Auditorium at Civic Center currently being renovated - expected completion fall 2015.
- “Parking Lot to Parklet” – grant from the Chula Vista Charitable Foundation will create pedestrian friendly corridor in the Civic Center Library parking lot, promoting walkability and accessibility and creating an outdoor programming space
- Replacement of worn chairs at South and Civic. Phase One completed. Phase Two underway in FY15-16
- Teen area renovation – new teen friendly furniture courtesy of Friends of the Library
- Passport office moved and expanded
- Two new study rooms at Civic Center created from unused offices
- Remodeling and updating children’s activity room into a more inviting and usable space

*A social forum that creates community connection around topics of shared interest*

- Successful civic engagement program with over 100 participants discussing our city’s image and reputation in two workshops: “Chula Vista; The Good the Bad and the Just Plain Wrong, and “Ideas to Action”. Influenced decision to restore the Starlight Parade
- Hosted “Remembering Our Fallen”, a photographic exhibit and program in cooperation with multiple civic groups – hundreds at opening ceremony
- Hosted “Princess Project” in cooperation with multiple civic and business partners – a teen and family outreach program that provides a safe and respectful venue for underprivileged teens to acquire a no-cost prom dress and accessories



*Sustainable organization with excellent staff, ample funding for resources and operations, and mutually beneficial partnerships*

- Branch manager for the Otay Ranch Branch added to budget for FY15-16.
- Held all-staff training day in May 2015 with experts on homelessness and city budget

*Provide access to library services at the time and place of need*

- Increased from 5-day service to 6-day service to 7-day service at Otay Ranch Branch (effective October 2015)
- Added downloadable music collection, e-magazine, online language learning service, and increased downloadable audiobooks – all available 24-hours a day on smart phone or tablet
- Partnered with YMCA to provide literacy content in summer camps

*A vital and robust community partner*

- Learn with Me and Parent Support groups offered in cooperation with Scripps Health
- Partnership with Chula Vista Garden Club, leading to restoration and increased maintenance of many gardens and landscape areas
- Lunch at the Library – offering lunch and snacks during school break in cooperation with CVESD and US Dept of Agriculture – now a demonstration project for the CA State Library
- Veterans Connect @ Your Library – upcoming grant project to provide on-site help for veterans re-integrating into civilian life in cooperation with US Veterans Administration and Veterans Advisory Commission

*A catalyst for innovation, business and growth*

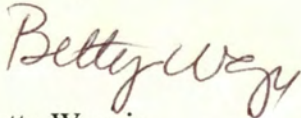
- Multiple improvements in WI-Fi capacity
- Replacement of all public access computers
- Mobile app for library catalog
- Super high speed broadband project underway
- Online language learning program added
- One-Button Studio coming up – a maker space for entrepreneurs and artists

Upcoming initiatives to further your strategic vision

- Plans for full-service library in the Millenia development on the east side
- Building back the materials budget
- Planning a more seamless adult basic education experience for our community with Southwestern College
- Succession planning to ensure strong library management into the future
- Adoption of new Master Fee Schedule - may permit more entrepreneurial activity and revenue generation
- “1000 Books before Kindergarten” – early literacy initiative to bridge the “Word Gap” and support school readiness and success
- Developing stronger relationship with SUHSD

With your support, the library can continue its role as an elemental part of civic conversation and a primary civic asset. We thank you for your community involvement, your contribution of time, thought and vision, and for all you do to make Chula Vista a better place. Please don't hesitate to contact us for any further information on our progress.

Sincerely,

A handwritten signature in cursive script that reads "Betty Waznis".

Betty Waznis  
Library Director