

SMALL STAFF BIG SERVICE

THE YUBA COUNTY LIBRARY SOLUTION

CASE STUDY

CLIENT:

Yuba County Library

LOCATION:

Yuba County, CA

SERVICES:

Comprehensive
Library Assessment
Strategic Planning

THE BACKGROUND

The Yuba County Library serves a diverse community in a beautiful Northern California community famous for hiking trails and local produce. One of the oldest continuously operating public libraries west of the Mississippi, the Library grew with the community.

THE CHALLENGE



The financial crisis of 2008 meant tough budget choices for local leaders. Critical public services like fire and police departments took priority and by 2013 the Library's budget had been sharply cut. Staff cuts resulted in reduced hours of operation to just four days each week.

By 2019, Library leaders saw a need to analyze community needs, resources and current library operation. Visits, circulation and programs statistics had all suffered during the lean years and leaders were ready to jump start recovery. But where to start? **They decided to partner with LibraryIQ experts who have seen and solved similar challenges.**

THE SOLUTION

Sandeep Sidhu, Administrative Services Officer, directs the Library and worked closely with LibraryIQ. "The LibraryIQ team gathered input from a variety of stakeholders to really understand our specific community needs then combined the input with what really works in libraries. It is really refreshing to work with people who know how to enhance libraries. We have already seen improvements."

1

The first step was to understand current operations and community needs through a library assessment. LibraryIQ professionals did a deep dive into Library and community data, interviewed government, education and business leaders and conducted focus groups with stakeholders and the public. The assessment includes strengths, areas for growth and recommendations for improved service and more efficient operation.

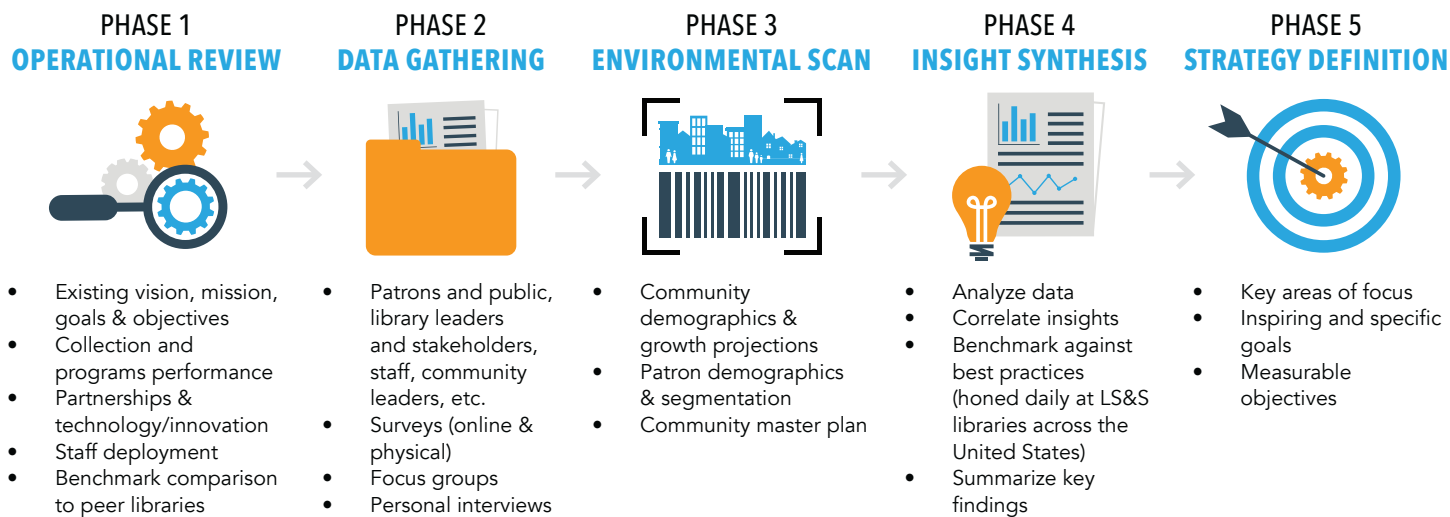
2

The second step was to use the assessment findings to develop an innovative, flexible and realistic strategic plan with clear, actionable goals. In today's challenging environment, keeping pace with community needs through ambitious yet realistic strategy allows leaders to respond effectively to the many requests that come their way every day. Analysis of Yuba County Data, extensive public surveys and focus groups combined with expert professional insight resulted in a flexible, living plan that can be adapted to evolving needs. Library leaders now have information and tools to make data-driven decisions and focus on key strategic areas to serve the community even better than before.

LibraryIQ's process for the Yuba County Library was data-driven, research-based, collaborative and iterative. Experts consulted with stakeholders to develop a plan that advances the vision, mission and goals — **the Library's "why,"** and provides specific recommendations for services, technology, collection and facilities — **the "how."** The powerful combination of data and deep understanding of library services, trends and technologies shaped a vision and mapped a path to success.

LibraryIQ Strategic Plan™

UNIQUE METHODOLOGY



THE RESULT

A year later, the library has seen many enhancements – **additional services, new partnerships and programs and technology improvements.** The Library is set to open for business six days each week-including evenings thanks for LibraryIQ-recommended efficiencies. New partnerships with local agencies and organizations mean many more educational and enrichment programs. And all-important patron service has improved as staff have more time to focus on patrons.

Computer hardware and software has been upgraded with self-checkout and wireless printers next on the list. Facility optimization is also on the agenda this year to create a better flow by optimizing the building interior.



Statistics are already trending up:

	2019	2020
eBook Circulation	2,387	4,015
Collaborative Partnerships	6	13
Wireless Sessions	18,096	18,728
Program Attendance	4,997	6,535

“Program attendance has grown steadily due to increased outreach and collaboration with community partners. The residents of Yuba County are taking advantage of the free programs being offered by the library, and in turn, they are helping promote the library events through their social media platforms.”

- Sandeep Sidhu | Administrative Services Officer