Main Library is in Medford, Oregon. 14 other satellite branches


Mission

The mission of the Jackson County Library is to preserve intellectual freedom and strengthen the communities it serves by providing open and affordable access to ideas and information.

To achieve its mission, the Jackson County Library has three primary roles:

• to be the open door to learning and reading for preschool children;
• to give excellent reference assistance to individuals and organizations seeking information;
• to provide popular materials for reading, listening and viewing for all ages.

As a secondary role, the library serves as a support center for formal education.

all information and images courtesy of Jackson County Library Website (2015) found at:  www.jcls.org
Our group began by conducting an ENVIRONMENTAL SCAN of Jackson County.

**PEST Analysis**

<table>
<thead>
<tr>
<th>POLITICAL/ECONOMIC (consider: competition/market, funding sources, suppliers, labor issues, legal/ regulatory issues, political and economical trends and events)</th>
<th>SOCIAL/CULTURAL (consider: values, attitudes, demographics, historic context, custom...people, organizations, and events)</th>
<th>INFORMATION/TECHNOLOGY (consider: how the community interacts with and exchanges info...areas types [urban/rural], infrastructure, and events)</th>
<th>GEOGRAPHIC (consider: effects of climate and...trends, area types [urban/rural], infrastructure, and events)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key players/relevant perspectives - local Jackson County government, The Library District, LISI &amp; library staff, the Jackson County public/population/communities, and even the state and federal government.</td>
<td>A major source of information in Jackson county communities are the libraries being that these are rural areas, now with high property tax, and like communities across the nation poverty levels that need to be considered.</td>
<td>JCLS consists of 16 libraries/structures, plus a business office.</td>
<td>Jackson County, Oregon covers 2,802 square miles, has 11 cities and the 6th largest population in Oregon. Approximately 70% of Jackson County residents live in the 11 incorporated cities, which include Ashland, Butler Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Roseburg, River, Shady Cove, and Talent. The remainder live in the unincorporated areas of the County. Medford, with a population of 75,545, is the largest city within Jackson County and serves as its County seat. Once known for timber now healthcare is the largest employment group in Jackson County with retail and the government is the second and third largest. Principal Industries include Healthcare, Agriculture, Tourson, Manufacturing/Retail, Timber. (Source: <a href="http://www.co.jackson.or.us/Page.asp?NavID=62">http://www.co.jackson.or.us/Page.asp?NavID=62</a>)</td>
</tr>
</tbody>
</table>

"The crisis in southern Oregon can be traced not only to changing funding priorities on Capitol Hill, but also to crooked railroad deals in the Vild West, a spotted owl and a shrinking timber harvest." (Source: http://www.sfstate.com/news/article/Largest-library-closure-in-U-S-looms-Federal-2644517.php?photo=2124231)  
"Outreach to the community and various organizations and agencies will continue with the goal of strengthening existing partnerships and developing new relationships to increase the library’s position as an integral part of the community. Current plans include attendance at veteran and senior center events, partnerships and collaborations with the Hispanic Interagency Committee (HIC), Southern Oregon Early Learning Services (SOELS), hospitals and medical organizations, Southern Oregon University and Rogue Community College, WorkSource Oregon Employment Department, Small Business Development Center, The Job Council, the American Association of Retired Persons (AARP), the White City Improvement Association, City of Medford Parks and Recreation, Family Nurturing Center, Child Care Network, and many other community organizations and agencies. (Source same as above box)"

"Unless sustainable-yield logging comes back, Smith said, Oregonians will have to come up with creative ways to pay for library service," (Source: http://www.sfstate.com/politics/article/Oregon-county-decides-yield-defeats-ballot-of-2593626.php)  

New weekly e-Library Newsletter, now sent to over 600 email addresses, will increase distribution and save paper costs. The library will also strive to market the collection and services by patron education through methods such as YouTube, Facebook, and other popular social media (Source: https://www.dropbox.com/s/kp33pq7Oivo09ueU0/8_AcceptedBudget_FY14-15.pdf?dl=0 (page 287))
Based in Ashland & celebrating 80 years in 2015, OSF lasts from February to November & produces 11 plays on 3 stages with an annual budget of $32 million and 400,000 attendees (Oregon Shakespeare Festival, 2015).

Britt Music and Art Festival is the Pacific Northwest’s premier outdoor summer performing arts festival in historic Jacksonville featuring world-class artists in classical, jazz, blues, folk, bluegrass, pop and country music (BrittFest, 2015).
Jackson County has their own community access TV station with a variety of programming.

all information and images retrieved from RVT’s website (2015);  http://rvtv.sou.edu/
### SWOT Analysis (strengths / weaknesses)

#### STRENGTHS (INTERNAL; HELPFUL)

- * Consider newer facilities/equipment: unique speakers, classes, and programs only the library can/will provide: strengths of the staff, such as training/certifications; support factors such as dedicated funding sources, strong management, and/or marketing strengths; timeliness/quality of responses to customer needs; things the library/staff do well

- Floating Collection

- Programs - storytimes, Learn-a-palooza, movie nights, guest speakers

- The 15 branch library system offers a full range of services, including a rotating collection, public computer access, and programming for all ages, to cities ranging from over 74,000 citizens to less than a thousand. (Source: http://www.lssi.com/communities/jackson-county-or/)

- Relatively new or renovated/remodeled facilities

- Added 58 new hours starting in January 2015 so now 368 libraries hours in total each/week (source: jcls.org)

- New and/or renovated buildings

- Community Center - a meeting place

- Outreach - brings materials, mostly books to those who cannot go to the library

#### WEAKNESSES (INTERNAL; HARMFUL)

- * Consider things that take away from the value of libraries - weaknesses in management, marketing, staff that detract from the customer experience; problems with facilities, equipment, or funding for certain things like improvements; location inconveniences; patron complaints; area where the library is wasting/missing out on time, space, effort

- Inconsistency (in regards to what?)

- Time - meeting community needs/demands for increased hours of operation; reducing hours

- Low staffing - staff does not feel appreciated by upper management (maybe?) (check with rebekah -SM)

- Low pay and benefits

- Technology - outdated (in what regards? old PCs? software upgrades? training in applications of?)

- Closures - lower on the list of County priorities (i.e. safety first); one of the first to hit the chopping block in times of financial crisis

- Local economy - was dependant on lumber/timber industry and federal subsidies to fund most community services including libraries, not much in the way of alternative funding

- Library programming, over and above the basic services and operating budget, is funded by grants, bequests, and donations. The fluctuation of this revenue transfers to fluctuations in the number of programs offered and attendance (Source: https://www.dropbox.com/s/4p3upq70hvo9ouk/08_AdoptedBudget_FY1415.pdf?dl=0 pg 287)
Primary Strength = storytime

### Storytimes at Your Library

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>T Ashland, 11:00 a.m.</td>
<td>W Ashland, 10:10 a.m.</td>
<td>W Ashland, 10:10 a.m.</td>
<td>PK Phoenix, 11:00 a.m.</td>
<td>BW Eagle Point, 11:00 a.m.</td>
<td>PK Applegate, 10:00 a.m.</td>
</tr>
<tr>
<td>PK Central Point, 11:00 a.m.</td>
<td>B Ashland, 10:45 a.m.</td>
<td>PK Ashland, 10:45 a.m.</td>
<td>BW Medford, 1:30 p.m.</td>
<td>W Medford, 10:10 a.m.</td>
<td>BW Medford, 1:30 p.m.</td>
</tr>
<tr>
<td>BW Central Point, 10:30 a.m.</td>
<td>PK Butte Falls, 10:30 a.m.</td>
<td>PK Eagle Point, 11:00 a.m.</td>
<td>PK Gold Hill, 3:00 p.m.</td>
<td>PK Rogue River, 10:30 a.m.</td>
<td>PK Rogue River, 10:30 a.m.</td>
</tr>
<tr>
<td>BW Jacksonville, 2:00 p.m.</td>
<td>PK Medford, 10:30 a.m.</td>
<td>PK Jacksonvile, 11:00 a.m.</td>
<td>PK Jacksonvile, 11:00 a.m.</td>
<td>PK Shady Cove, 10:30 a.m.</td>
<td>PK Shady Cove, 10:30 a.m.</td>
</tr>
<tr>
<td>B Medford, 1:30 p.m.</td>
<td>B Medford, 1:30 p.m.</td>
<td>W Medford, 10:10 a.m.</td>
<td>PK Medford, 11:30 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>T Medford, 10:30 a.m.</td>
<td>BW Rogue River, 10:30 a.m.</td>
<td>PK Prospect, 10:30 a.m.</td>
<td>PK Medford, 11:30 a.m.</td>
<td></td>
<td></td>
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</tbody>
</table>

**B** = Babies in the Library (pre-walking)  
**W** = Wobblers (12-36 months)  
**PK** = Pre-Kindergarten  
**T** = Toddlerobics

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all information and images courtesy of Jackson County Library Website, 2015, found at:  www.jcls.org
## SWOT ANALYSIS (opportunities / threats)

<table>
<thead>
<tr>
<th>OPPORTUNITIES (IN/EX-TERNAL; HELPFUL)</th>
<th>THREATS (IN/EX-TERNAL; HARMFUL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Consider needs of the community the libraries may be able to fill, such as requests for specific classes, programs; ways to create demand, for example creating awareness of the range of free services</td>
<td>* Consider turnover of staff/operations tempo, funding, competition, negative public perceptions of libraries or lack of interest, perceptions of the quality and quantity of information services the library can provide, laws/regulations that affect library operations</td>
</tr>
<tr>
<td>Friends of the Library and similar community support groups?</td>
<td>Closures - see weaknesses above.</td>
</tr>
<tr>
<td>Community/Population - this community appreciates/values libraries and what they offer; in Jackson County libraries are not just libraries, they are civic centers/community centers</td>
<td>Local economy - see weaknesses above. Also, the lumber/timber industry is and has been threatened by the need to protect an endangered species, the northern spotted owl. Unless methods are devised that can protect this species while also conducting lumber operations, this industry will not see a resurgence in Jackson County.</td>
</tr>
<tr>
<td>Independence from LSSI?</td>
<td>“Also, Jackson County has a large population of retirees who are struggling to keep up with ever increasing property taxes. He would like to see Oregon law changed so the public libraries could charge user fees.” (Source: <a href="http://www.sfgate.com/politics/article/Oregon-county-decisively-defeats-bailout-of-2593926.php">http://www.sfgate.com/politics/article/Oregon-county-decisively-defeats-bailout-of-2593926.php</a>) <strong>“That means the current property tax may remain under threat, as well as any attempts to implement a sales tax (not sin taxes, a general sales tax).”</strong></td>
</tr>
<tr>
<td>To offer more hours...? How?</td>
<td>“Maureen Sullivan, president-elect of the American Library Association (ALA), the oldest and largest library nonprofit in the world, said people don’t realize how essential their local public library is until it’s too late. When it comes to making budget decisions -- ‘Should we cut funds from the police department or the library?’ -- local lawmakers are putting the library at the bottom of the totem poll, and state governments are not stepping in to save them.” (Source: <a href="http://www.huffingtonpost.com/2011/11/16/can-the-american-library-n_1096484.html">http://www.huffingtonpost.com/2011/11/16/can-the-american-library-n_1096484.html</a>)</td>
</tr>
<tr>
<td>Develop a technology plan, including replacement/upgrade schedule...a formalized training plan for staff...establish formal support and training program/s for patrons......disaster and recovery, backup and maintenance, security</td>
<td></td>
</tr>
<tr>
<td>Hire a grant writer to assist in successfully obtaining supplemental government funding, primarily in the areas of technology.</td>
<td></td>
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<tr>
<td>Present new opportunities for staff development initiatives in order to curb low staffing numbers. This action would help build team building, consequently, change the outlook of the staff by means of ownership of the facility as paid workers.</td>
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</tbody>
</table>
Primary Weakness / Threat = Funding

Marvin Rosenberg worked with his wife Lillian on construction of a beautiful mural at the entrance to the Ruch Branch Library. Photo by: Michael Macor/ San Francisco Chronicle 2007

Jackson County’s Solution

They took their plight to the voters… even starting a facebook campaign

Information from JCLS facebook page at: https://www.facebook.com/librariesforalljacksoncounty/info?tab=page_info
And the voters said yes….

Jackson County Library District

On May 20, 2014 the voters of Jackson County approved the formation of a Special Library District. The District is an independent unit of local government dedicated to library operations in Jackson County and is governed by an independent, unpaid Board of Directors elected by the local community.

Minutes will be posted after the Board approves the official minutes at one of their subsequent meetings. If you have any questions or comments about any of the topics discussed during a Board meeting or would like to review any of the documents referenced in the minutes, please feel free to contact the Library Director or Business Manager.

The Library Board welcomes your suggestions and questions. Can you help us envision our library? What services are important to you? Public input is much appreciated! Meetings are open to the public.

Information from the official website (2015) of: www.jacksoncountylibrarydistrict.org