



**Watsonville Public Library
Strategic Planning Project
Watsonville City Council**

April 25, 2023



Agenda

- Project Overview
- Community Issues & Aspirations
- Next Steps

Project Team



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Principal



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Recent Client List

MJ Gómez Associates LLC

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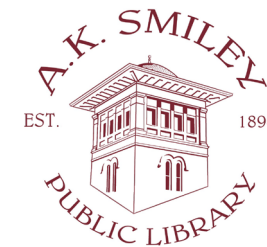
CHICAGO
PUBLIC
LIBRARY



BOSTON
PUBLIC
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CARPINTERIA
California



Community Focused Approach



“Turning outward” is a step-by-step process developed by The Harwood Institute for Public Innovation. It entails taking steps to better understand communities; changing processes and thinking to make conversations more community-focused; being proactive to community issues; and putting community aspirations first.



Advisory Committee

Members

Carol Heitzig, President of the Friends of the Watsonville Library

Ruth Landmann, Library Board Trustee District 3

Shirley Flores-Munoz, Professor at Cabrillo College and MAIA Foundation (Migration & Adaptation in the Americas) Board Member

Alicia Martinez, Library Director

Watonka Addison, Principal Librarian

Scope of Work

Phase 1

- Research, Discovery, and Analysis (community, library, peer libraries)

Phase 2

- Community Engagement (staff and community surveys, stakeholder interviews, focus groups, space utilization)

Phase 3

- Create and present a five-year strategic plan (goal-setting workshop, revisit library mission and vision, prepare a new strategic plan)

Project Overview



Activities

- Learn About Watsonville
- Review Library Policies, Programs, and Services
- Staff & Community Survey
- Stakeholders Interviews
- Focus Groups
- Goal Setting Workshop
- Develop the Strategic Plan



Community Issues Exercise

What are the key issues facing the community?

What are community aspirations?

Next Steps

- Continue Research
- Stakeholder Interviews
- Analyze Community Survey Results
- Conduct two additional Focus Group Sessions
- Facilitate goal-setting workshop

Project Timeline





Questions & Contact Information

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