

STRATEGIC VISION WORKSHOP

June 12, 2018



DESCHUTES PUBLIC
LIBRARY

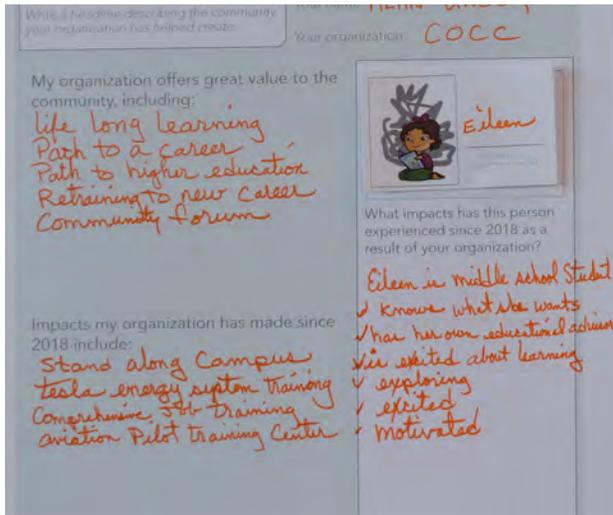


THE WORKSHOP

On June 12, 2018, dozens of Deschutes County community leaders, library staff, and representatives from public agencies, private businesses, and non-profit organizations gathered to explore a challenging question: what will the future bring for Deschutes County communities, and what role will the Deschutes Public Library play in bringing this vision to life?

The workshop was led by Group 4 Architecture Research + Planning, Inc., a planning and architectural firm helping libraries nationwide develop visions and plans for vibrant and sustainable communities. Participants collaborated throughout the day on a series of focused activities to develop ideas and encourage visionary thinking about the future of the Deschutes Public Library. Participants were invited to approach each activity according to four themes: People, Place, Platform, and Partnership.

The workshop was a key strategy for engaging stakeholders and the community in the process of developing a new capital facilities plan for the Deschutes Public Library.



BREAKING THE ICE

Upon arrival, participants were asked to imagine themselves in the year 2030, and to write about the value and impact of their organizations in Deschutes County since 2018. Participants then snowballed in small groups to discuss the trends that shape how their respective organizations deliver service and benefit to the community.



ALTERNATIVE FUTURE LIBRARIES

After the opening activities, participants took part in a “metaphors” brainstorming exercise. Working in small groups, participants discussed how the attributes of local and national destinations, brands, services, and organizations might be applied to the qualities and characteristics of a hypothetical library. Small groups then came together to combine the most resonant metaphors from each of the four themes into “alternative future libraries” representing those key attributes. Each future library was named by its creators and presented to all participants.

Out of dozens of potential metaphors on offer, two were selected by multiple groups as inspirations for their proposed future libraries:

- Three groups selected REI, citing in particular its cooperative structure, “membership” model that incentivizes frequent use, and ability to quickly evolve and adapt to new customer needs and interests.
- OSU Cascades was chosen as a metaphor for thinking outside the classroom and considering the whole student experience. OSU Cascades is also recognized as a strong potential partner for both services and spaces.

Local inspirations such as Tower Theatre, McMenemy’s St. Francis School, and Deschutes Brewery were celebrated as unique destinations that celebrate local history and values. Diversity of customers, services, and spaces was a recurring theme across all groups. Also emphasized was the desire for DPL to be creative and innovative in developing and offering services – both inside its library buildings and out in the community.

	Unabashedly Experimental	Window to the World	The Experience Portal	Iconic
People	Tesla	Deschutes Brewery	OSU Cascades	REI
Place	Podcasts	Community-supported agriculture; Netflix	OSU Cascades	Sisters Coffee Company
Platform	REI	Redbox	REI	Boys + Girls Club
Partnerships	OSU Cascades	Sunriver Observatory	McMenemy’s St. Francis School	Tower Theatre
Key words	<i>Innovative Entrepreneurial Mobile Diverse Bold</i>	<i>Curated Convenient Intuitive Popular Awe-inspiring</i>	<i>Innovative Creative Bold Playful Transformative</i>	<i>Diverse Unique Cool Affordable Co-op</i>

FOOD FOR THOUGHT

Over the lunch hour, Julie Harrelson spoke of the power of our local libraries to connect us with global ideas, cultures, and destinations. Drawing from diverse sources such as the Aspen Institute and Dr. Seuss, Harrelson described how libraries are transitioning from repositories of information to distributors of knowledge that provide a strong sense of place and rich experiences. The Bend-based entrepreneur and investor provided perspectives on how the library can help communities build equity and leverage the benefits of emerging technologies.



Internationally-acclaimed visual and spoken word artist Jason McNeal Graham (aka MOWO) captivated the group with his original poetry. He urged attendees to approach the visioning process with creativity, clarity, and courage. He opened and closed his poem with a resonant and highly inspiring declaration: "There is no guarantee that any of this won't work."

David Schnee of Group 4 Architecture, Research + Planning showed examples of innovative services, inspiring facilities, and strong partnerships in public libraries across the nation and around the world.



STRATEGIC LIBRARY VISION

After lunch, participants gathered into groups to brainstorm big vision statements for People, Place, Platform, and Partnership for the Deschutes Public Library. Out of this exercise, a number of strategic vision concepts and priorities emerged for DPL:

People

Deschutes Public Library is a center in the community for a wide range of programs and activities for people of all ages. The library is a place for crucial community conversations, bringing people together to explore and share diverse viewpoints. It also builds community as a place for entertainment and social gatherings. Librarians are essential to helping the community achieve its lifelong learning and enrichment goals.

Platform

The library provides a platform for lifelong learning. It is a crucial bridge across educational and digital gaps in the community. It fosters creativity and provides hands-on learning experiences. The community values its “membership” in the library and is rewarded for engaging in services and programs.

Partnerships

DPL leverages strong partnerships to provide the community with high-value, responsive, and integrated services. The community has access to library resources and programs both inside and outside of DPL’s buildings.

Place

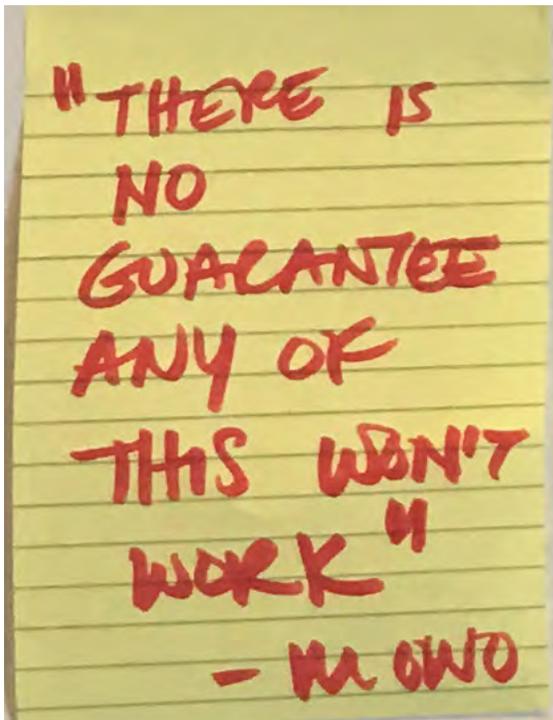
The library provides a welcoming, comfortable, and inspiring place for the community. A range of attractive, flexible, and multi-use spaces support a broad range of activities, from small social gatherings to large learning and entertainment programs. It provides new experiences on every visit and is never the same place twice.



THANK YOU

The Deschutes Public Library would like to express its gratitude to the many community members, stakeholders, and leaders for the generous contribution of their time and thoughtful participation in this workshop, as well as to the DPL staff and volunteers whose support and hard work helped make this event a success.

- Wylie Ackerman, Deschutes Public Library
- Kelly Cannon-Miller, Deschutes Historical Museum
- Jonah Cohen, Hacker Architects
- Katie Condit, Better Together
- Linda Davis, Deschutes Public Library Board
- Tony DeBone, Deschutes County
- Todd Dunkelberg, Deschutes Public Library
- Kent Elliott, San River Chamber
- Kim Gammond, COAR
- Anne George
- Michael Gesme, Cascade Winds, Central Oregon Symphony
- Jenna Goldsmith, OSU Cascades
- Jason Graham, artist
- Katie Hammer, Redmond Parks & Recreation
- Julie Harrelson, Cascade Angels
- Tina Hovekamp, Central Oregon Community College
- Robyn Holdman, Citizens4Community
- Mark Hovey, Deschutes Public Library
- Garrett Jaenicke, Bend Chamber of Commerce
- Paul Kansky, Bend Police Department
- Brian Kindel, Bend Police Department
- Laura Klinger, Hacker Architects
- Erik Kropp, Deschutes County
- Jim Lussier
- Ann Malkin, Deschutes Public Library
- Wendy McGrane, US Bank
- Holly McKinley, Deschutes Public Library
- Heather McNeil, Deschutes Public Library
- Ray Miao, Deschutes Public Library Board
- Lynne Mildenstein, Deschutes Public Library
- Josh Newton, Karnopp Petersen
- Emily O'Neal, Deschutes Public Library
- Cate O'Hagan, Interesting Projects Only
- Cheryl Parton, Lifestyle Publications
- Brad Porterfield, Latino Community Association
- Jen Rusk
- Denise Senner, Deschutes Public Library
- Kelly Sparks, OSU Cascades
- Chantal Strobel, Deschutes Public Library
- Sara Thompson, Deschutes Public Library
- Susan Torassa, Deschutes Public Library
- Alan Unger, Central Oregon Community College
- Jody Ward, AIPP
- Dana Whitelaw, High Desert Museum
- Ken Wilhelm, United Way



WORKSHOP DESIGN AND FACILITATION

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