



# CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

**-Authority-**  
Goal #3|Priority B

**-Library Services Program-**  
Strategic Plan Individual Goal Report No. 1

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## Strategic Goal

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Implement the Library's Three-Year Strategic Plan

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## Objective

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Facilitate the formal adoption and launch of the Library's three-year strategic plan.

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## Performance Measure

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Adoption of the Library's Strategic Plan by LBOT

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

The Library Board of Trustees formally adopted the Library's Three-Year Strategic Plan at its meeting on September 8, 2025.

**- January '26 – June '26 (Period 2) –**

*Period summary will be made available in July 2026*

**- July '26 – December '26 (Period 3) –**

*Period summary will be made available in January 2027*

**- January '27 – June '27 (Period 4) –**

*Period summary will be made available in July 2027*



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## Strategic Goal

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Implement the Library's Three-Year Strategic Plan

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## Objective

---

Facilitate the formal adoption and launch of the Library's three-year strategic plan.

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## Performance Measure

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Assess feasibility and develop internal plan based on available resources and budget priorities.

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

To support the adoption and launch of the Library's Three-Year Strategic and Operating Plan, the Library conducted an assessment of implementation feasibility based on available resources, staffing capacity, and budget priorities. While full implementatio

**- January '26 – June '26 (Period 2) –**

*Period summary will be made available in July 2026*

**- July '26 – December '26 (Period 3) –**

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# CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

**-Authority-**  
Goal #1 | Priority A

**-Library Services Program-**  
Strategic Plan Individual Goal Report No. 1

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## Strategic Goal

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Improve transparency and engagement by strengthening communication and outreach efforts around Library changes and available resources, ensuring community members are well-informed and supported.

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## Objective

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Have consistent and quality social media presence that includes specialized promotional campaigns

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## Performance Measure

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Audit current social media platforms for engagement and consistency by FY 25-26, Q2

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

The Library completed an audit of its existing social media platforms to evaluate consistency, visual style, content quality, and audience engagement. This review, completed by FY 2025–26, Q2, identified opportunities to strengthen communication efforts a

**- January '26 – June '26 (Period 2) –**

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**-Authority-**  
Goal #1 | Priority A

**-Library Services Program-**  
Strategic Plan Individual Goal Report No. 1

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## Strategic Goal

---

Improve transparency and engagement by strengthening communication and outreach efforts around Library changes and available resources, ensuring community members are well-informed and supported.

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## Objective

---

Have consistent and quality social media presence that includes specialized promotional campaigns

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## Performance Measure

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Develop a social media policy and posting schedule by FY 25-26, Q3

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

Based on the social media audit, the Library established a consistent daily posting schedule highlighting programs, services, and resources available throughout the week. In addition, specialized promotional campaigns were developed using curated content,

**- January '26 – June '26 (Period 2) –**

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Goal #1 | Priority A

**-Library Services Program-**  
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## Strategic Goal

---

Improve transparency and engagement by strengthening communication and outreach efforts around Library changes and available resources, ensuring community members are well-informed and supported.

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## Objective

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Cross-promote Library collections and programs to community groups/various audiences

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## Performance Measure

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Identify key community groups and outreach opportunities

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

During this reporting period, the Library identified key community groups by researching and coordinating with local organizations serving diverse populations in the Carpinteria community. Priority populations included seniors, early childhood and school-

**- January '26 – June '26 (Period 2) –**

*Period summary will be made available in July 2026*

**- July '26 – December '26 (Period 3) –**

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# CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

**-Authority-**  
Goal #1 | Priority C

**-Library Services Program-**  
Strategic Plan Individual Goal Report No. 1

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## Strategic Goal

---

Improve transparency and engagement by strengthening communication and outreach efforts around Library changes and available resources, ensuring community members are well-informed and supported.

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## Objective

---

Cross-promote Library collections and programs to community groups/various audiences

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## Performance Measure

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Develop cross-promotional toolkit (flyers, email templates, blurbs)

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## Period Summary Reports

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**- July '25 – December '25 (Period 1) –**

The Library developed a comprehensive cross-promotional toolkit to support consistent, effective communication with community partners and diverse audiences. In collaboration with the Black Gold Cooperative Library System, the Library implemented MessageB

**- January '26 – June '26 (Period 2) –**

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## Strategic Goal

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Expand inclusive Library access by developing and offering culturally relevant programs in Spanish for Latino newcomers and ensuring children’s programming is accessible to working families through thoughtful scheduling and community-responsive design.

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## Objective

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Develop and deliver culturally relevant programs in Spanish for Latino newcomers.

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## Performance Measure

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Conduct community outreach to identify interests and barriers for Spanish-speaking patrons.

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## Period Summary Reports

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**- July’25 – December ’25 (Period 1) –**

The Library engaged over 500 Spanish-speaking community members across adults, youth, and children through targeted visits, events, and programs in Period 1. Partnerships with the Mexican Consulate, HeadStart, Carpinteria Children’s Project, and local sch

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## Strategic Goal

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Expand inclusive Library access by developing and offering culturally relevant programs in Spanish for Latino newcomers and ensuring children’s programming is accessible to working families through thoughtful scheduling and community-responsive design.

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## Objective

---

Develop and deliver culturally relevant programs in Spanish for Latino newcomers.

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## Performance Measure

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Partner with local Latino-serving organizations for input and promotion

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## Period Summary Reports

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**- July’25 – December ’25 (Period 1) –**

The Library continues to collaborate with key organizations serving Spanish-speaking residents, including Saint Joseph Church and the Mexican Consulate. These partnerships support cross-promotion of Library collections and programs and facilitate co-hosti

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### **Strategic Goal**

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Strengthen Community-Centered Library Services.

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### **Objective**

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To enhance the quality of library programs by actively gathering and using community feedback through user and participant surveys for at least 50% of library-hosted programs.

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### **Performance Measure**

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50% of library programs for which participant feedback is collected.

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### **Period Summary Reports**

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**- July '25 – December '25 (Period 1) –**

None

**- January '26 – June '26 (Period 2) –**

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### **Strategic Goal**

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Strengthen Community-Centered Library Services.

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### **Objective**

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Create a monthly Library e-newsletter to share regular updates with library users regarding program information and upcoming events.

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### **Performance Measure**

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Create a Library e-newsletter by FY26/27 Q1.

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### **Period Summary Reports**

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**- July '25 – December '25 (Period 1) –**

None

**- January '26 – June '26 (Period 2) –**

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