

**Grace A. Dow Memorial Library**  
**DRAFT Library Board Goals 2010-2011**

1. Review emerging trends and demographics in Midland community and evaluate impact on current and future library programs.

Action Plans

a) Compile demographic study leveraging existing data from City of Midland and other sources.

b) Present demographic report to library board

c) Evaluate results and determine appropriate actions

d) Write future goals as necessary in response to study

2. Promote the library to the community by increasing awareness of the library with the goal to achieve sustained usage of the library and attendance at library events.

Action Plans

a) Invite library staff to two Library Board meetings between January and June 2011 to present members and public with information on services, holdings, programs and events

3. To work with library staff in nominating the Grace A. Dow Memorial Library as Library of the Year, by the April 2011 deadline, to include the following information in the application:

- Nominee name, address and phone number, including contact person and submitter's contact information, if different from the nominee
- Written explanation of points enumerating how GADML's accomplishments fit the award criteria
- Statistical data: including population served; total annual budget; per capita budget; circulation; percent of the budget spent on materials; visits; e-use and number of staff who are professional librarians