

Grace A. Dow Memorial Library

Proposed Mission Statement

*To enrich our community by providing opportunities
for learning, exploration and enjoyment in a welcoming environment.*

Proposed Vision Statement

*The community's gateway for knowledge,
a place for our community to gather and connect.*

**Grace A. Dow Memorial Library Strategic Plan
2009-2010 Annual Goals**

Infrastructure/Operations

Goal: Develop and maintain a long-term building and maintenance plan

- Action: Prioritize building projects based on financial resources. Fall 2009
- Action: Address preventive maintenance exclusive of the heating/cooling system, carpet cleaning. Fall 2009
- Action: Maintain an ongoing record of completed projects for historical reference. Ongoing
- Action: Proceed with contracting with a design consultant for renovating the Auditorium. Fall 2009

Goal: Implement ways to improve energy efficiency in the building.

- Action: Explore options for performing an energy audit of building. Fall 2009

Goal: Revise and update the strategic plan

- Action: Record progress. Ongoing
- Action: Provide updates to Library Board quarterly. October 2009, January 2010, April 2010, July 2010

Staff Development

Goal: Evaluate impact of operational hour reductions on staff and further streamline work processes

- Action: Develop a questionnaire for staff that will identify areas of concern with new hours/work assignments. Summer 2009
- Action: Distribute and analyzed staff questionnaire. September 2009

Goal: Identify training and development opportunities. Implement a minimum of 1 program per year.

- Action: Area of focus will be customer service.
- Action: Identify training and plan for implementation. December 2009

Goal: Implement strategies to improve teamwork and morale. Implement a minimum of two initiatives.

- Action: Determine method of staff/department recognition for accomplishments. October 2009
- Action: Library staff will be surveyed for suggestions on ways to improve/enhance the work environment. August 2009

Funding

Goal: Develop opportunities for new funding/diversify funding sources

- Action: Identify opportunities for grants. Ongoing
Action: Determine the most appropriate grants to submit applications. At least three grants will be selected in 2009-2010.

Programming

Goal: Review demographics and trends to better understand needs and target audiences

- Action: Research pertinent demographics and provide data to Youth and Adult Services staff. Fall 2009
- Action: Review PEW reports and other sources to determine trends relevant to library services. Ongoing
- Action: Define target audiences.

Goal: Develop annual program plan in line with needs and resources

- Action: Develop annual calendar with funding allocations. August 2009

Goal: Evaluate impact on hours of operation and accessibility

- Action: Develop a questionnaire for staff that will identify areas of concern with new hours/work assignments. August 2009
- Action: Distribute and analyzed staff questionnaire. September 2009

Goal: Develop opportunities to strengthen partnerships

- Action: Evaluate program plan for partnerships that would contribute to expenses. Ongoing

Technology/Resources

Goal: Develop and update a long-term technology plan

- Action: Review and update current technology plan developed by the Technology Committee. October 2009.

Goal: Evaluate the use of library laptops.

- Action: Track check outs from start of program in August 2008. September 2009

Goal: Build Internet Library resources

- Action: Develop gateways on specific topics. As issues are indentified.

Goal: Improve access to computers for children and teens.

- Action: Provide in-house inexpensive laptops for use by children and teens. January 2010.

Goal: Evaluate staff resources being used to maintain website

- Action: Record staff time spent on web related tasks. Begin September 2009

Goal: Evaluate circulation of print/non-print materials to determine annual allocations

- Action: Compile borrowing statistics from 2008-09. September 2009
- Action: Allocate funding according to use of materials. September 2009

Goal: Evaluate new and appropriate resource formats for patron use

- Action: Include review of new products and services on monthly agenda of the Technology Committee.

Marketing

Goal: Regularly improve/upgrade/maintain website

- Action: Website Committee discusses and tests suggestions on the website. Ongoing
- Action: Website Committee provides draft pages to appropriate staff to review suggested changes before implementation. Ongoing
- Action: Invite all staff to submit suggested changes to the Website Committee. Ongoing
- Action: Develop an online survey to determine usability of the website by patrons. January 2010

Goal: Integrate findings from Northwood report into website recommendations

- Action: Review quarterly reports on Google Analytics to evaluate website entry points.
- Action: Develop Facebook page for the library. July 2009.
- Action: Use Facebook page to advertise library programs. July 2009

Goal: Develop a Marketing Plan

- Action: Outline components of a marketing plan. September 2009
- Action: Implement identified areas from the marketing plan. Ongoing
- Action: Evaluate and purchase digital signage for library lobby. Fall 2009