

DRAFT

Grace A. Dow Memorial Library Library Board Proposed Goals 2009-2010

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

Board Members: Suzanne Phillips & Norm Neher, others

2. Market library to the community by increasing awareness of library with the goal to achieve sustained usage of the library and attendance at library events. Measurements for the goal are library statistics, newspaper mentions, and frequency of individual member actions.

- Increasing awareness of GADML

Action: Members write letters to local newspapers (including college) to highlight services and programs, especially during National Library Week

Action: Invite library staff to Board meeting to present members & public with information on services, holdings, programs and events

Action: Solicit input from TAB about other techniques and forums

Action: Each member distribute general and event library information (Library Connection, flyers, bookmarks, etc) to selected audience

Action: Each member extend invitations to a cadre of friends and acquaintances

3. Nominate library for Library Journal Library of the Year Award