

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: Norm Neher, Suzanne Phillips

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.

Action Plans

- a) Members write letters to local newspapers (including college) to highlight services and programs, especially during National Library Week
- b) Invite library staff to three Library Board meetings between January to June 2010 to present members & public with information on services, holdings, programs and events
- c) Solicit input from Teen Advisory Board about other techniques and forums
- d) Each member distribute general and event library information (Library Connection, flyers, bookmarks, etc) to selected audience
- e) Each member extend invitations to a cadre of friends and acquaintances

Board Members: Sarah Galt, Marilyn Soules

3. To work with library staff in nominating the Grace A. Dow Memorial Library as Library of the Year, by the April 15, 2010 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

Board Members: Maxine Brink, Tami Johnson, Kathleen Kinnish