

**DRAFT Grace A. Dow Memorial Library Strategic Plan  
2010-2011 Annual Goals**

**Infrastructure/Operations**

**Goal: Prepare for budget challenges in 2011-2012**

- Action: Provide core services, such as access to books, information and computers, that are highly valued by patrons. Summer, Fall 2010

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

- Action: Prioritize building projects based on financial resources. Fall 2010
- Action: Address preventive maintenance exclusive of the heating/cooling system, carpet cleaning. Fall 2010
- Action: Maintain an ongoing record of completed projects for historical reference. Ongoing
- Action: Explore funding for renovating the Auditorium. Fall 2010

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

- Action: Work with other city departments on electrical improvements. Ongoing

**Goal: Migrate to New World Systems Management Software**

- Action: Affected staff participates in training and implementation. Fall 2010

**Goal: Revise and update the strategic plan**

- Action: Record progress. Ongoing
- Action: Provide updates to Library Board quarterly. October 2010, January 2011, May 2011, July 2011

**Staff Development**

**Goal: Streamline processes in areas impacted by staff reductions**

- Action: Review and implement interlibrary loan procedure changes. Ongoing

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

- Action: Identify customer service training and plan for implementation. Fall 2010

**Goal: Implement strategies to maintain teamwork and enhance morale in challenging circumstances**

- Action: Celebrate staff achievements.

**Goal: Develop the technology skills of staff so they can provide better assistance to patrons**

- Action: Develop a list of areas needing attention. Summer 2010
- Action: Schedule work sessions with staff to address areas. Fall 2010

## 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 2010-2011.

### **Goal: Pursue fundraising ideas to supplement materials budget**

- Action: Develop a brochure that encourages donations to recognize birthdays, anniversaries, etc. Summer 2010
- Action: Implement two donation drives to raise money. Fall 2010, Winter 2011

## Programming

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

- Action: Research pertinent demographics from the 2010 Census and provide data to Youth and Adult Services staff. 2011
- Action: Review PEW reports and other sources to determine trends relevant to library services. Ongoing

### **Goal: Develop annual program plan to reflect priority in youth programming**

- Action: Set program calendar to include early childhood literacy programs. Summer 2010
- Action: Introduce two new programs that would appeal specifically to teens. Ongoing
- Action: Institute two methods of communicating resources to student population. Fall 2010

### **Goal: Develop opportunities to strengthen partnerships**

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

## Technology/Resources

### **Goal: Continuous review of the long-term technology plan**

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

### **Goal: Monitor the materials budget expenditures with reduced allocations**

- Action: Review and evaluate collection statistics. Adjust purchases to meet community needs. Ongoing
- Action: Review the statistics of videos and music CDs as use is impacted by other formats. Ongoing

### **Goal: Evaluate new and emerging technologies to determine their impact on the library's collection, services and programs**

- Action: Include review of new products and services on monthly agenda of the Technology Committee. Ongoing
- Action: Monitor the use and popularity of e-readers to determine how and when this technology should be integrated into the library's collection. Ongoing

**Goal: Provide opportunities for the public to try new technologies in a supportive environment**

- Action: Offer computer classes/instructions/training on a variety of topics and at various skill levels.

### **Marketing**

**Goal: Regularly improve/upgrade/maintain website**

- Action: Website Committee discusses and tests suggestions on the website. Ongoing
- Action: Use information from May 2010 online survey to determine need for more focused surveys and changes to website. Summer 2010
- Action: Redesign Youth Services Department pages. Fall 2010
- Action: Provide resources on topics that are relevant to community interests and events. Ongoing

**Goal: Promote the library's collection, services and programs to a wide audience using a variety of methods including social media, to increase awareness and library use**

- Action: Evaluate the use of the digital signage. Ongoing
- Action: Use features of Envisionware new release to advertise programs on in-house public computers. Fall 2010
- Action: Evaluate use of print and online newspaper ads. Ongoing
- Action: Decide on library newsletter format and content. Summer 2010

6/25/2010