

# Grace A. Dow Memorial Library Board

## Annual Report 2009-2010

### DRAFT

The Library Board has appreciated the opportunity to advise our library on its operations and activities and to accomplish these annual goals to further improve the library. The library is a gem in Midland: well-loved, well-used resource and highly-valued.

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

*Committee: Suzanne Phillips, Norm Neher*

The purpose of this goal was to evaluate the changing demographics in the Midland community and determine the impact on library programs with discussion and recommendations on any changes based on the data. The Midland Public School system recently completed a project on school consolidation which used Midland population trends as part of the process. The desire was to take advantage of the existing population data to support this goal. The team met to determine what data would be of interest and compare these needs to the data that was available. Data from the MPS study was obtained and shared. This data was limited to one segment of the population (school age children). A complicating factor for this goal was the timing of the US census. The current census data from 2000 is outdated and the demographics of the community have changed significantly in the past 10 years. Results from the 2010 census will not be available until 2011. The value of the demographics study will be questionable if the data is not current. In February, the team recommended to the board that this goal be postponed until 2011 so that the 2010 census data could be incorporated into the study.

#### **Goal 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. 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, April 11-17, 2010
- b) Invite library staff to three Library Board meetings between January and June 2010 to present members and public with information on services, holdings, programs and events

- c) Members will attend a Teen Advisory Board meeting to solicit input from the teens on techniques and forums to market the library to teens
- 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
- f) Invite a representative from the Friends of the Library Board to a Library Board meeting to present information on the Friends mission and activities

*Committee: Marilyn Soules, Sarah Galt*

The entire board participated as part of this goal. Each board member reached out to other community members with general library information and with information on specific events. Each member also distributed literature such as Library Connection to various locations. Letters were written to local college newspapers to encourage the use of the library by the students.

Library staff gave well-received presentations during board meetings on Genealogy/ Local History, Youth Services, and Computer Services. The Friends of the Library also gave an excellent presentation highlighting the work they do to support the library and the volunteer opportunities within their organization.

The discussion with the Teen Advisory Board generated some new ideas and helped demonstrate the value that the library board places on TAB and its activities.

**Goal 3: To work with library staff in nominating the Grace A. Dow Library as Library of the year, by April 1, 2010 deadline**

*Committee: Kathleen Kinnish, Tami Johnson, Maxine Brink*

Each spring Library Journal sponsors a contest to select a library to honor as the Library Journal/ Gale Cengage Learning Library of the Year. A \$10,000 prize celebrates the library that profoundly demonstrates: service to the community; creativity and innovation in developing specific community programs or a dramatic increase in library usage; and leadership in creating programs that can be emulated by other libraries. Library Journal is a trade publication for librarians. It was founded in 1876 by Melvil Dewey . It reports news about the library world, emphasizing public libraries, and offers feature articles about aspects of professional practice.

The Library Board was eager to nominate the Grace A. Dow Library for this honor. With tremendous effort from the library staff, a ten page report was submitted in March detailing the many qualities that make the Grace A. Dow library a jewel in our community. Although we were not selected for the honor in 2010, the board may consider attempting this goal again in the future.

\*\*\*Consider attaching Library Award Nomination with this report

The Board will continue supporting the Grace A. Dow Memorial Library staff, providing community input and encouraging patron participation in improving the library's services. The Board is impressed with the staff's accomplishments and continued service excellence, and it looks forward to acting upon new goals in 2010-2011.

2009-2010 Grace A. Dow Memorial Library Board

Sarah Galt, Chair

Tami Johnson, Vice-Chair

Maxine Brink

Kathleen Kinnish

Norm Neher

Suzanne Phillips

Marilyn Soules