



## Strategic Plan May 2013-April 2016: Supplement B FY2015 Strategic Goals

### Strategic Focus 1: Service Excellence

#### Strategic Goals:

- Utilize interactive displays to gauge library satisfaction – e.g. My Favorite Thing About the Library is...
- Complete the reorganization of the CD collection
- Increase total annual number of staff training hours from 285 to 300.
- Meet with staff to review their annual goals
- Create a management team
  - Work with new management team to conduct annual staff appraisals
  - Work with new management team to begin creating a procedural manual
- Hire 4 part time library associates
- Increase annual circulation from 80,463 items to 90,000 items.

### Strategic Focus 2: Lifelong Learning and Enjoyment

#### Strategic Goals:

- Collaborate with local libraries to develop best practices for library programs similar to the Grandma's Got Gmail program
- Utilize the former coffee corner as a space for rotating interactive displays
- Increase annual kids program attendance from 2,575 to 2,600; annual teen program attendance from 76 to 90; and annual adult program attendance from 460 to 500.

### Strategic Focus 3: Access

#### Strategic Goals:

- Perform software updates at least quarterly
- Install replacement public machines
- Develop a plan to inventory the library's physical assets
- Implement a homebound delivery program
  - Develop policies and procedures
  - Cultivate volunteers by speaking with local community groups
  - Advertise & launch the program
- Seek opportunities to participate in outreach visits
  - Community group presentations
  - Booths at local fairs, e.g. SBLHS Baby Fair
- Extend our hours on Thursdays from 10am-5pm to 10am-8pm & on Fridays from 10am-5pm to 10am-6pm

## Strategic Focus 4: Stewardship

### Strategic Goals:

- Send annual campaign letter in early November
- Explore possibilities for a smaller fundraising event, i.e. smaller than the 2014 Gala
- Apply for at least 2 grants in addition to the Per Capita & E-Rate grants
- Work with the Friends of the Library to offer 4 book sales per year