



# GOALS, OBJECTIVES, PROJECTS, AND TASKS FISCAL YEARS 2021-2025

## **GOAL 1 – PROVIDE AN EXCELLENT FACILITY.**

### **Objective 1.1 - Offer a well maintained, accessible, and up to date interior.**

**Project a** - Replace outdated furnishings and flooring.

**Task 1** - Identify furniture/flooring replacement needs (after noise mitigation and space utilization plans are in place)

**Task 2** - Identify costs for furniture/flooring needs (after noise mitigation and space utilization plans are in place)

**Task 3** - Select vendors for furniture/flooring replacement (after noise mitigation and space utilization plans are in place)

**Task 4** - Purchase/install replacement furniture and flooring (after noise mitigation and space utilization plans are in place)

**Project b** - Evaluate ways to mitigate interior noise pollution.

**Task 1** - Hire an acoustical engineer (2021)

**Task 2** - Conduct an analysis of the facility (2021)

**Task 3** - Identify necessary corrective actions (2022)

**Task 4** - Implement corrective actions (2023)

### **Objective 1.2 - Improve safety and accessibility of exterior spaces.**

**Project a** - Analyze exterior lighting needs and make necessary enhancements.

**Task 1** - Examine current lighting conditions to identify additional needs/adjustments (2021)

**Task 2** - Identify required fixes (2022)

**Task 3** - Complete work to fix issues (2024)

**Project b** - Evaluate and address users' parking needs.

**Task 1** - Evaluate parking conditions and identify shortfalls/issues (2022)

**Task 2** - Identify solution(s) to shortfalls and issues (2023)

**Task 3** - Take steps to mitigate shortfalls and issues (2025)

### **Objective 1.3 - Meet diverse, evolving operational and user facility needs.**

**Project a** - Conduct a space utilization analysis and implement space optimization ideas.

**Task 1** - Hire a library space utilization consultant (2021)

**Task 2** - Conduct an analysis of the facility and future needs (2021)

**Task 3** - Identify possible changes to layout and use of space (2022)

**Task 4** - Implement desired changes (2024)

**Project b** - Provide more and quieter study areas for users.

**Task 1** – Tasks to be identified as part of 1.1.b. and 1.3.a. above (2022/2024)

**Project c** - Investigate viability of offering café/vending services.

**Task 1** - Research café services being offered at similar facilities and identify options (2023)

**Task 2** - Establish café services as appropriate/feasible (2024/2025)

## **GOAL 2 - PROVIDE EASY ACCESS TO LIBRARY RESOURCES AND SERVICES.**

### **Objective 2.1 – Expand access to Library programs and services.**

**Project a** - Seek and obtain additional funding (municipal, private) to support new and improved operations and services.

**Task 1** - Benchmark staffing and budget data at comparable public libraries (2021)

**Task 2** - Establish funding/staffing goals for FY 2024 and beyond (2023)

**Project b** - Increase operating hours.

**Task 1** - Tasks to be identified based on results from 2.1.a. (2024/2025)

**Project c** - Develop and implement a plan that proactively addresses evolving staffing needs.

**Task 1** – Tasks to be identified based on results from 2.1.a. (2024/2025)

### **Objective 2.2 – Provide education/enrichment opportunities for all generations.**

**Project a** - Identify and launch new education/enrichment opportunities.

**Task 1** - Implement *1000 Books Before Kindergarten* initiative (2021)

**Task 2** - Establish conversation circles for ESL patrons/citizens (2021)

**Task 3** - Identify and evaluate educational/enrichment needs in the community and examine offerings at regional municipalities (2022)

**Task 4** - Based on need and feasibility, establish, and sustain formal educational/enrichment programming (2024/2025)

**Project b** - Offer more community service opportunities to local students.

**Task 1** - Identify functional areas where volunteers are required (2022)

**Task 2** - Create informal duty descriptions and standards for volunteer positions (2023)

**Task 3** - Identify population/age groups suitable for positions (2024)

**Task 4** - Recruit and employ suitable volunteers to meet those needs (2025)

**Project c** - Identify and pursue opportunities to engage and collaborate with local schools.

**Task 1** - Consult with other libraries to model school/public library collaborations (2023)

**Task 2** - Engage in dialog with local school librarians to determine areas where collaboration would be locally beneficial (2024)

**Task 3** - Implement/sustain collaborative ventures (2025)

### **Objective 2.4 – Grow and maintain diverse, current collections.**

**Project a** - Create a comprehensive collection development policy which will guide our staff in selecting materials that best meet the needs of our users

**Task 1** - Convene a staff-based Collection Management Committee to revise the current Collection Development Policy (2021)

**Task 2** - Revise current policy as appropriate so that it incorporates best practices and current/emerging formats (2022)

**Task 3** - Train purchasers to follow revised policy (2022/2023)

**Project b** - Establish a complete catalog of the historical collection.

**Task 1** - Identify all materials in the building which comprise the historical collection (2022)

**Task 2** - Determine methodology to catalog and make collection accessible (2023)

**Task 3** - Engage and train staff/volunteers to catalog and store historical materials (2025)

## **GOAL 3 - INCREASE COMMUNITY AWARENESS OF LIBRARY OFFERINGS.**

### **Objective 3.1 – Develop a comprehensive, consistent, and unified marketing presence in the community.**

**Project a** - Create a formal marketing plan that strengthens the Library's brand.

**Task 1** - Research other library marketing plans to determine best practices (2022)

**Task 2** - Identify and evaluate available marketing channels and methods (2023)

**Task 3** - Write and implement plan (2023/2024/2025)

**Project b** - Evaluate and upgrade the Library's logo.

**Task 1** - Research libraries/activities which have conducted successful rebranding projects (2023)

**Task 2** - Hire a graphic artist to create proposed logos (2024)

**Task 3** - Solicit community input to select new logo (2024)

**Task 4** - Rollout new logo (2025)

### **Objective 3.2 – Increase the Library's visibility at local activities.**

**Project a** - Participate in local activities which can best market our services

**Task 1** - Identify opportunities for exposure of library resources and services (2022)

**Task 2** - Create a plan to provide library exposure at selected local activities (2023)

**Task 3** - Implement and sustain plan (2023/2024/2025)

**Objective 3.3 – Ensure community members understand how to access Library programs and services.**

**Task 1** - Conduct a survey to identify services that patrons find difficult to find and/or use.

**Task 2** - Adjust and rewrite portions of the Web site, policies, and signage, as necessary, to ensure easy access to our services

**GOAL 4 – CONTINUALLY ENHANCE LIBRARY ADMINISTRATION, OPERATIONS, AND GOVERNANCE.**

**Objective 4.1 – Ensure continuous and efficient Library operations.**

**Project a** - Improve vertical and horizontal internal communications.

**Task 1** - Seek input via survey and open discussion to identify communication gaps/choke points to internal communications (2021)

**Task 2** - Form an internal committee charged with investigating internal communication requirements and shortfalls for the library (2021)

**Task 3** - Devise new strategies to ensure easy and effective internal communication channels

**Project b** - Utilize management and operations best practices.

**Task 1** - Examine internal workflows and procedures at activity level to identify areas where the library can improve efficiency through professional literature, NOBLE Working Groups, and visits to other libraries. (2022)

**Task 2** - Plan for and implement changes to workflows and procedures (2023, 2024, 2025)

**Objective 4.2 – Consistently enforce Library policies and procedures.**

**Task 1** - Establish a consequence-free formal reporting system to bring instances where established policies and procedures are inadequately or incorrectly enforced/observed to library director’s attention (2021)

**Task 2** - Establish and implement a system whereby the library director can respond to reports and suggest/implement/report corrective action(s) (2022, 2023, 2024, 2025)

**Objective 4.3 – Provide positive, helpful, and friendly customer service.**

**Project a** - Establish high quality customer service standards.

**Task 1** - Identify an established customer service policy/procedure which will enable the library to best serve the community. (2021)

**Project b** - Develop and implement plan to conduct customer service best practices training with staff.

**Task 1** - Conduct annual training for staff on customer service to support adopted policy/procedures (2022, 2023, 2024, 2025)