

Vineyard Haven Public Library
FY 2010 Action Plan
December 1, 2008

Goal 1: To inform and educate the public about library services and programs.

Objective: the library website will be expanded and made more interactive.

Action: Update library website to include information for older adults and improve visibility of electronic resources of interest to this age group.

Action:

Provide handouts, photographs and other media from library programs through the library website.

Action: Update library website to include graphics and interactive elements.

Measurable targets:

The library website will be updated quarterly or more often, and include a separate section for older adults, and up-to-date graphics and interactive material.

Objective: The library will seek to have a regular library column in MV Times and/or Gazette. It may be in conjunction with the MVLA.

Action:

A staff member will act as a liaison with the newspapers and MVLA (Martha's Vineyard Library Association), and will distribute press releases monthly or more often in FY2010.

Evaluation measures:

Library programs and services will be featured in the weekly town columns in the two local papers. Library programs will be included in the newspaper calendar of events.

Objective - Expand class offering to show the community how to use different library services such as a CLAMS book/DVD search, download Audio Books, and using our reference databases from home or the library.

Action:

Provide classes/workshops on downloading audio books and, in conjunction, teach how to best search the catalog and use the home (web) page; genealogy training; and download books training

Measurable targets:

Library instructional programs to be offered twice annually or more often. Online tutorials will be featured on the library website.

Goal 2: To increase the number of programs for all users.

Objective: Increase the number and attendance of Adult programs.

Action: Offer a variety of programs to appeal to active older adults in the community, including local issues, history, cultural events, and opportunities for social engagement.

Action:

Library Director and Board will develop an Exhibition and display policy, to allow us to exhibit art in the library.

Action: Using current staff levels, increase current program offering to include weekly evening programs year round.

Action: Continue to work with the Friends of the Library to expand their programming.

Evaluation measures:

Number and overall attendance at adult programs

Objective: Increase the number of children's 0 – 5 programs

Action:

Expand current 0-5 programming for preschoolers to include year round special programs in addition to regular weekly storytimes.

Evaluation measures:

Number and overall attendance at preschool programs

Objective: Increase 6- 10 year old programming.

Action: Provide additional programming, movies, and gaming.

Evaluation measures:

Number and overall attendance at preschool programs

Objective: Increase the programming for teens and “tweens”.

Action: A staff member will be responsible for going to the Tisbury School and the MVHS to encourage participation in programs.

Action: The Youth Program Coordinator will oversee a program once a month for “tweens” and young adults, on such topics as knitting, gaming and other things of interest to these age groups.

Evaluation measures:

Number and overall attendance at preschool programs

Goal 3: To expand our hours to meet the needs of increased programming and patron request.

Objective: Expanding our hours, particularly in the evening and on Sunday would enable us to expand our program offerings.

Actions:

The Director and the Board will study the question of whether expanding the season for Sunday hours is feasible from a budgeting and staffing perspective. The Director will identify or recruit a staff member to work a regular Sunday through Thursday schedule to eliminate the need to pay overtime to staff on Sundays.

Evaluation measure:

Sunday attendance statistics

Measurable target:

Library will be able to extend the season for Sunday hours using existing staff within existing budget parameters.

Goal 4: Increase communication between English and Portuguese communities.

Objective: To better serve the Brazilian community.

Action:

Translate library informational pamphlets into Portuguese and distribute via community health centers and other venues serving the Brazilian community.

Measurable target:

1-4 brochures translated into Portuguese and distributed in the community in FY2010.

Action:

Provide an updated collection of popular fiction, self-help and reference materials in Portuguese.

Measurable target:

Portuguese language materials added to the collection each quarter.

Action:

Develop a Conversation Circle Program with library volunteers and the Brazilian Portuguese Community

Measurable target:

Funding is sought through application for LSTA and other resources in FY10.

Objective: To increase knowledge of the Brazilian community among the Island residents.

Action:

Build collection of Brazilian literature in English, to increase cultural awareness throughout the community.

Measurable target:

20-50 anthologies, fiction and nonfiction titles made available as a special collection in FY2010.

Action:

To offer cultural programming such as Brazilian cooking, music and dance.

Measurable target:

Brazilian cultural program to be offered annually or more often.

Goal 5: Review and upgrade our current computer system.

Action:

The Board will set up a long-range purchase plan for technology upgrades, and purchase an additional notebook computer and replace 2 public access PCs

Measurable target:

\$2,000-5,000 allocated for computer equipment in annual budgets for FY2010-FY2012

Action:

The Library will purchase one additional database subscription for FY2010.

Evaluation measure:

Annual usage of online databases by Library patrons will be measured and evaluated

Action: Library Director and Board will develop policy for Patron use of library-owned notebook computers.

Evaluation measure:

Patron use of library-owned notebook computers in accordance with library policies

Goal 6: To institute a Library Disaster Recovery Plan.

Action: Review existing disaster plan for possible updates.

Evaluation measure:

The Library's Disaster Recovery Plan will incorporate any changes to Library property since plan was initiated.

Goal 7: To maintain the physical plant of the Library

Action:

Library Director will investigate costs for complete or partial replacement of floor coverings throughout the building.

Measurable target:

Library Board of Trustees will draft an article for consideration at the annual town meeting.

Action:

Gutters to be replaced by Tisbury DPW by end of FY2010.

Measurable target:

Work to be completed by July 1 2010.

Action:

Landscaper contracted by Tisbury DPW will perform landscaping maintenance in Spring and Fall, and install groundcover on slope on North side of building.

Measurable target:

Work to be completed by July 1 2010.

Action:

Air conditioners will be replaced as needed.

Evaluation measure:

Air conditioners will be tested in early spring.

Action:

Heating system will be repaired as needed.

Evaluation measure:

Heating system tested in early fall.