

Vineyard Haven Public Library
FY 2011 Action Plan
December 1, 2009

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: Expand section of library website 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 audio and other content related to library programs.

Measurable targets:

The library website will be updated quarterly or more often, and include audio podcasts and other content related to library programs.

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 FY2011.

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.

Action:

Provide publicity materials and training opportunities to encourage library patrons to place holds on library materials.

Measurable targets:

Library instructional programs to be offered twice annually or more often. Online tutorials will be featured on the library website. Increased number of holds placed on material by Vineyard Haven patrons.

Goal 2: To maintain an increased number of programs for all users.

Objective: Maintain increased number and attendance of Adult programs.

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

Action: Using current staff levels, continue to offer weekly evening programs year round.

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

Action: Develop a summer reading program for adults, possibly including reading incentives.

Evaluation measures:

Number and overall attendance at adult programs, enrollment in summer reading program

Objective: Maintain an increased number of children's 0 – 5 programs

Action:

Continue 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: Maintain an increased number of 6- 10 year old programs.

Action: Provide regular year round programming including movies and gaming.

Evaluation measures:

Number and overall attendance at programs for 6-10 year olds

Objective: Maintain an increased number of programs 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 weekly programs 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 teen and "tween" 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.

Actions:

The Director and the Board will study the question of whether expanding the library hours to at least 50 hours year round is feasible from a budgeting and staffing perspective.

Measurable target:

Library will be able to offer extended year-round 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 FY2011.

Action:

Identify a source for Portuguese language materials that does not require credit card purchase and provide an updated collection of popular fiction, self-help and reference materials in Portuguese.

Measurable target:

Portuguese language materials added to the collection in 2011.

Action:

Publicize Library resources for learning ESL for Portuguese speakers through community education centers and other venues serving the Brazilian community. Work with community Adult Learning Programs to publicize learning opportunities.

Measurable target:

Increased use of library ESL resources and referrals to MVALP.

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:

English language editions of fiction and nonfiction titles by Brazilian authors added to the collection in 2010.

Action:

Publicize Library resources for learning Brazilian Portuguese.

Measurable target:

Increased use of library Brazilian Portuguese language learning resources.

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 public access terminal and replace 2 existing PCs

Measurable target:

\$2,000-5,000 allocated for computer equipment in annual budgets for FY2011-FY2012

Action:

The Library will purchase one additional database subscription for FY2011.

Evaluation measure:

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

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.

Action: Update Library policies to incorporate a continuity of operations plan in the event of pandemic illness.

Evaluation measure:

Library policies will include a COOP by July 1, 2011.

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:

Landscaper contracted by Tisbury DPW will perform landscaping maintenance in Spring and Fall. A consultant will be engaged to make recommendations for groundcover and other improvements to the slope on North side of building.

Measurable target:

Work to be completed by July 1 2011. If needed, Library Board of Trustees will draft an article for consideration at the annual town meeting.

Action:

Repairs and upgrades will be made to HVAC systems based on recommendations of HVAC specialist engaged by DPW in FY2010.

Evaluation measure:

Air conditioners will be tested in early spring, and heating system tested in early fall. If needed, Library Board of Trustees will draft an article for consideration at the annual town meeting.