

Vineyard Haven Public Library  
FY 2012 Action Plan  
December 1, 2010

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

Action: Update library website to include audiovisual and other content related to library programs.

Action: Update library website to include additional readers' advisory tools and information for ESL students.

Action: Update library website to include additional information and tutorials about the library's online services.

Action: Utilize online social networks and the library blog to inform and educate the public about library programs and services. Library staff will be encouraged to contribute content.

Action: Working with MVTV and/or community volunteers, create films of selected library program and promotional content to be broadcast on community television and made available for patron viewing. Links to library content on MVTV.org will be promoted on the library website.

Measurable targets: The library website will be updated quarterly or more often, and include multimedia and other content related to library programs and services. The library blog and social networks will be updated bimonthly or more often with announcements related to library programs and services. Library programs or promotional content featured on MVTV quarterly or more often.

*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 FY2012.

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, and BluRay search, download Audio Books and Ebooks, and using our reference databases from home or the library.*

Action: Provide classes/workshops on downloading audio books and eBooks, and in using library databases, and, in conjunction, teach how to best search the catalog and use the home (web) page.

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

Measurable targets: Library instructional programs will 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. Increased circulation of eBooks and other downloadable media to 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 *refine* 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 story times.

Evaluation measures: Number and overall attendance at preschool programs

*Objective: Maintain an increased number of 6- 11 year old programs.*

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

Evaluation measures: Number and overall attendance at programs for 6-11 year olds

*Objective: Maintain an increased number of programs for teens and “tweens”.*

Action: Position of Young Adult Librarian will be filled by FY2012

Action: The YA Librarian will be responsible for going to the Tisbury School and the MVHS to encourage participation in programs.

Action: The YA Librarian 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 maintain expanded 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.*

Action: Continue to offer Seasonal Sunday hours for at least 5 months during the winter

Action: Offer programs such as Conversation Circles may during hours when the library is closed to increase use of building with minimal staff impact

Evaluation measure: Sunday attendance statistics and program attendance

Measurable targets: Library will be able to maintain Sunday hours using existing staff within existing budget parameters; Increased number of Sunday programs and attendance.

**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 FY2012.

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

Measurable target: Portuguese language materials added to the collection in 2012.

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.

Action: Conversation Circles program will be offered weekly or more often for at least 12 weeks of the year. Library staff and volunteers will be trained to facilitate Conversation Circles program

Evaluation measure: Conversation Circles program attendance and staff training

Measurable target: Increased attendance at Conversation Circles programs. At least 2 staff and/or volunteers will be trained to facilitate Conversation Circles programs by FY 2012.

*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 FY2012.

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.

Action: Encourage volunteer participation in Conversation Circles program or other ESL activities.

Measurable target: Volunteer participation in interactive ESL programs

Evaluation measure: At least two volunteers will be trained to facilitate or be otherwise engaged in interactive ESL Programming

### **Goal 5: Review and upgrade our current computer system.**

Action: The library will purchase a print management system including payment kiosk, and replace 3 PCs (see capital plan)

Measurable target: \$5,000-8,000 capital funding for computer equipment in annual budgets for FY2012-FY2013

Action: The library will evaluate available online resources and allocate additional funds from the materials budget as needed.