

Vineyard Haven Public Library
FY 2013 Action Plan
December 2011

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 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 FY2013.

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

Action: The Young A 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: Offer Seasonal Sunday hours for up to 9 months during the winter

Action: Offer programs such as Conversation Circles 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 FY2013.

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 2013.

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.

Evaluation measure: Conversation Circles program attendance and staff training

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 FY2013.

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

Goal 5: Review and upgrade our current computer system.

Action: The library will replace 4-6 PCs and Thin Clients, and upgrade server (see capital plan)

Measurable target: \$5,000-7,000 capital funding for computer equipment in annual budgets for FY2013-FY2014

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

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.

Goal 7: To maintain the physical plant of the Library

Action: Landscaper will perform landscaping maintenance in Spring and Fall.

Action: Investigate costs involved with providing additional shelving to relieve overcrowding in the Adult book section.

Action: If funds are approved in FY2012, complete or partial replacement of floor coverings throughout the building.

Action: The air conditioners will be assessed by the library director to see if any of the units need to be replaced. Recommendations would be made to the board.

Evaluation measure: Air conditioners will be tested in early spring, and heating system tested in early fall.

Action: Painting and carpeting and outside of the building will be assessed by the library director to see if it needs to be maintained or redone. Recommendations would be made to the board.

Action: The patio area and other outside areas will be inspected by the library director to see what the landscaping needs are. Recommendations would be made to the board.