

Vineyard Haven Public Library
Long Range Goals and Objectives
FY 2007 – 2012

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

A. Objective: Produce brochures for distribution throughout the community.

Action: The director and staff will generate a general brochure to be taken to the guest-houses, businesses and schools outlining services that the library provides.

The brochure will link to our website and events calendar for times and dates of specific programs as well as to the newspapers' calendar sections.

B. Objective: In conjunction with the integrated website, the library will provide other informational brochures which explain how to use certain library features such as the CLAMS systems, MP3 downloads and reference databases.

Action: The director and staff will generate brochures.

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

Action: Two members of staff will take classes from SEMLS on how to develop a homepage. These staff members will assume the upkeep and maintenance of the website.

The website will link to various community sites such as the Town of Tisbury page, the Chamber of Commerce and MVOL as well provide a place for Friends and Trustees to post minutes, by-laws, newsletters and for "blogs" for teen reviews, etc.

D. 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: We will contact the newspapers to see if they would provide weekly space. The column would feature what's happening at the library over the next week, new book/dvd acquisitions and matters of note.

E. Objective: a representative of the library would attend the Board of Selectmen's meetings regularly, as well as meet with such associations as the Rotary, the TBA, and other pertinent organizations.

F. Objective - Expand class offering to show the community how to use different library services such as a clam book/dvd search, download MP3 files, and using our reference databases from home or the library.

G. Review signage and upgrade it to be more informative and patron friendly.

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

A. Objective: Increase the number of programs

Action: The director and the Board will review overall staffing and budgets to identify staffing needs and number of hours necessary for providing more programs at all levels including Sunday.

B. Objective: Increase the number of Adult programs.

Action: Using current staff levels, increase current program offering to include morning and late afternoon programs.

Action: Using current staff levels increase current programming to include some summer adult programming.

Action: Hold community forum panels for open discussion on current Town of Tisbury topics such as beer and wine sales and how the Steamship authority works.

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

Action: Use larger community venues for programs that attract a large audience.

Action: Utilize the library's licensing agreement to host movies and movie discussions at the Library.

Action: Provide programming which involves both the parent and child such as Yoga or Family game afternoons.

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

Action: Expand current 0-5 programming for preschoolers to include a weekly after pre school crafts or story time from late fall to early spring.

Action: Utilize the library's licensing agreement to host more movies.

D. Objective: Increase 6- 10 year old programming.

Action: Provide additional programming and movies.

E. Objective: Increase the programming for young adults.

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

Action: The Board should consider adding a position of Young Adult librarian, who will be responsible for this age group.

Action: The Young Adult librarian will oversee a program once a month for young adults. (Dependent on staffing), on such topics as knitting, gaming and other things of interest to this age.

Action: An after-school "homework" center will be set up to be staffed by volunteers and the Young Adult librarian. An LSTA grant will be submitted.

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.

Action: The Director and the Board will study the impact of increased hours on the budget and through surveys determine what hours would be best.

Action: The Director and the Board will study the question of Sunday hours from a budgeting and staffing perspective to see if Sunday hours are feasible.

Goal 4: Increase communication between English and Portuguese communities.

Objective: To better serve the large Brazilian community.

Action: To increase the size and scope of the foreign language collections for children and adults.

Action: To continue to offer English as a second language courses in conjunction with the other Island libraries.

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

Action: To offer classes in Brazilian Portuguese to enhance the understanding of their culture and to facilitate communication between the two groups.

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

Goal 5: Review and upgrade our current computer system.

Objective: Using a computer consultant, review our current computer system and make a long range plan to expand our computer system which would include the flexibility for incremental planned expansions and the ability to handle emerging new technologies.

Objective: Make our current system more flexible and take up less space.

Objective: Upgrade and expand wireless system.

Action: Budget for a computer consultant to review our current system and to make recommendations and propose a budget.

Action: The Board will set up a long-range purchase plan for technology upgrades.

Action: The Board and Director will explore having more databases available for access.

Action: The Board and Director will review system to ensure that it has Gaming capabilities for local computer club use.

Goal 6: To institute a Library Disaster Recovery Plan.

Objective: Create a disaster recovery plan using the MVLC template.

Action: Set up a committee to work on this project with the library director.

Goal 7: To maintain the physical plant of the Library, which was renovated and expanded in 2000.

Action: Each year, the 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: Each year, 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.

Action: Each year, 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.

Action: Review and repair the roof leak affecting the reference area.

Action: The Board will appoint a subcommittee on building maintenance who will review the library director's recommendations. Both the Library director and the subcommittee will make recommendations to the board for repairs and work with the DPW and outside contractors on maintenance.