

Baker Free Library 2009-2013 Long Range Plan Strategies and Top Goals

Community Awareness (Advocacy): Promote a vibrant ongoing connection between the library and the community through multifaceted creative approaches to public awareness.

Obtain community input regarding current library facilities and proposed uses of basement space (2009)

Website expansion/revamp (2009)

Larger South Street sign with open hours for Library (2010)

Regular use of various communication avenues in community regarding library services: (2009 – 2014)

Post events/programs on website homepage (started May 2009)

Monthly library e-newsletter (started July 2009)

Inclusion of library events in Bow Rec newsletter (2009/2010)

Elementary/MS back pack flier (send twice per year) – sent June 2009

Advertise teen programs through BHS newsletter and intercom (2009/2010)

Regular weekly blog posts (library blog; Ask Jenny blog for j and YA materials) (2009)

Create and maintain library Facebook page (to be created Sept. 2009)

Create and maintain library Twitter account (to be created Sept. 2009)

Facilities: Maintain a welcoming, comfortable, accessible, and user-friendly facility while anticipating changes in function and optimizing the functionality of all facility resources.

Optimize 1st floor library space to reflect community use and needs

- Create more meeting/gathering spaces in library by clustering furniture (January 2010)

- Create seating area at front of library (January 2010)

- Integrate reference into NF; move LP to back of library (lower shelves) and YA between child/adult Sections (done December 2009)

- Move current daily newspapers and periodicals to front at seating area (done December 2009)

- Offer coffee/tea to patrons (coffee shop feel to library) (January 2010)

Parking lot assessment/lease agreement with Bovie to expand spots available to patrons (2010)

Maintenance and Security:

- Establish facility repainting schedule (interior and exterior) (2011)

- Establish furniture replacement schedule (2010)

- Create and annually update an Emergency/Disaster plan (create in 2010)

Explore land acquisition possibility with neighbors (2011)

Explore idea of off-site book drop (particularly for West Bow/Clinton St.) (2011)

Create regular schedule for exhibit area (2010/2011)

Acquire a glass case to display 3-d objects in exhibit area (2011/2012)

Technology: Maintain progressive and functional services at the library that are responsive to the rapid technological changes facing our community.

Redesign library website into a more functional resource for the staff and community (2009 and ongoing)

Upgrade library computer hardware (2009/2010)

Replace library circulation software ILS (2009/2010)

Update BFL Technology Plan annually by Board and Director

Explore ways to provide free/legal music downloads to patrons (2011)

Provide patron workshops on using technology (Photoshop; Frontpage; Computer security & privacy; how to use Magnifier; Social networking site how-to) (2010)

Implement library presence on Facebook through Teen Advisory Board (done September 2009)

Regularly maintain and post to library blog , Facebook, & Twitter to communicate more effectively with library patrons (began October 2009)

Collections: Redefine library collections to include both traditional and non-traditional materials, including online and virtual resources.

Create BFL Collection Development Policy and review annually (2010)

Replace library circulation software ILS (2010)

Refine and promote DVD, CD Audio Book, and Music CD collections (2009 and ongoing)

Explore cost/benefit to adding emerging technologies to collections: (2010/2011)

e-books (Kindles)

Playaways

Gaming (Wii; Xbox; Nintendo DS)

Implement regular readers advisory by staff (online and in library) (2009 and ongoing)

Create and implement regular annual weeding schedule for all collections (2010)

Promote greater public awareness of online resources and conduct regular research into viable digital resources to offer (2010/2011)

Review written procedures binder and streamline instructions for all Library Assistants and circ desk staff (2010)

Investigate the viability of the circulating artwork collection, and augment/properly store if it is to continue (2011)

Human Resources: Maintain a customer-friendly and information savvy staff through increased professional development opportunities and improved review and communication channels with the Director and Board.

Finish complete revision of BFL Personnel Policy and review annually (2011)

Revise staff position descriptions and review annually (ongoing)

Conduct annual performance reviews for all key staff (began 2009)

Increase professional development opportunities for staff through professional organization meetings, NHSL workshops, WebJunction online workshops, etc. (2009 and ongoing)

Increase the technological expertise of staff by:

Integrate staff evaluation/review of an online resource we offer at each monthly staff meeting (began 2009)

Provide an annual training day with computer consultant and troubleshooting and most-asked technology questions (2010)

Provide staff with training regarding deep web searching (beyond Google) (2010)

Encourage staff exploration of technology and integration of technology use with patron interaction (ongoing)

Continue to refine volunteer program, including hours tracking, tasks, and ability to use time for high school community service hours (2011)

Revitalize the Friends group in order to build the adult volunteer base of the library (occasional volunteer projects; not regular weekly or monthly commitment) (2010/2011)

Strengthen Board/Staff relations by rotating one staff person (aside from Director) to attend monthly Library Board of Trustee meeting (2010)

Programming: Develop resource-efficient programming that evolves as community needs change.

Develop programming to reach under-served audiences in our community (teens and retirees) (ongoing)

Determine what community members want for programming through annual or biannual survey methods (next survey Election Day 2010)

Increase partnership with local organizations regarding program presenters and program funding (2010)

White board or program board to advertise programs at entrance to library (2011)

Develop online programming through library blog discussions and library Facebook page (2010/2011)

Continue team approach to program development and creation, utilizing input for key groups (teens; seniors) (ongoing)

Continue to build the Teen Advisory Boards at the middle school and high school in order to generate new and relevant programming ideas for the 11-18 age group (2010 and ongoing)

Continue annual re-evaluation of programming, eliminating programs that are not well-attended or have suffered a major drop in attendance (ongoing)

Implement attendee evaluation methods for all library programs (2010/2011)

Revise exhibit area policy and create an annual exhibition schedule that can be publicized and promoted, ideally collaborating with local individuals and groups (2010/2011)

Basement Renovation: Create a shared community space for children, teens and adults using green construction.

Develop a plan to finish the basement using community input, green construction, and multiple use priorities (2010-2013)

- Community gathering space

- Larger meeting room space (75+ people) with small stage; divider walls; movie screen

- Insulate/soundproof basement space so 1st floor patrons not bothered

- Create bathroom in basement space

- Small kitchen space?

- Teen space

- Game space?

- Tutoring rooms/Study space?

- Historical section (Baker room? Historical Commission room? Town Clerk storage?)

- New stair entry to basement space from front exterior of building

- Small staff office in basement

Rededicate expanded facility on 100-year anniversary (10/29/2014)

Fundraising: Diversify and expand the library's financial resources, particularly through new partnerships with private foundations, local businesses, and local, state, and federal granting agencies.

Pursue grant funding for library programs and projects (2009 and ongoing)

Revamp Friends group as fundraising arm of library (2010)

- Expand promotion of perpetual book sale and the acquisition of donated books (2011)

Create a library endowment fund (2011-2013)

Create a wish list of items to purchase for library (revised annually) (ongoing)

Formalize a bequest or annual fund plan (2011)

Create business sponsorship program with local Bow businesses (2011)

Board of Trustees: Maintain a vibrant and involved Board through increased professional development opportunities and public input strategies.

Create strategy for implementing an Advisory committee structure to help recruit future Board members (2011/2012)

Revisit/revise BFL mission statement (2010)

Increase Board knowledge of staff tasks with annual Work the Circ Desk week for Board members (2010)

Rotate library personnel attendance (one besides Director) at each Board meeting (2010 and ongoing)