2010 GOALS and PRIORITIES

GOAL 1	**Ensure that every Library in the System is a key destination for exciting and enriching programs and events**	
	OBJECTIVES	**Activities**
	Create model programs for replication throughout System for adults and children	Provide children's series programs for Buffalo Branches and general System children's services support;
		Implement Family Place in 2 start-up Library Literacy Centers; System coordination of summer reading program, continue to build and develop program partnerships (Museum of Science and other partners)
		Continue to develop multi-year adult programming plan
		Special Collections and programming team to create collection related programs and displays, and display materials from throughout the System
		Provide additional technology training for the public
		Enhance teen use and participation through programming and outreach opportunities; energize Teen Advisory Group and Board for feedback/assistance in developing ongoing programming of interest to teens
GOAL 2	**Build and maintain quality collections, both print and electronic, based on user needs and long-term vision for library collections**	
	OBJECTIVES	
	Coordinate system-wide collection development plan and introduce a maintenance initiative	Complete revision of collection development guidelines and incorporate plan to acquire foreign language materials
		Continue dialogue with UB Libraries and form a plan to collaborate on collection development opportunities, ILL possibilities and storage options
	Prepare for RFID (Radio Frequency ID) project through weeding and recon preparation	Investigate a subscription to JSTOR as prelude to RECON of serials
		Continue weeding open and closed stacks at Central and Amherst Libraries in preparation for RFID tag recon

		Plan timeline for retrospective conversion of closed stacks multi-volume sets, serials, remaining monographs and microform holdings
	Provide dynamic, easy to use and useful electronic databases	Continually evaluate current databases, add and drop as needed
	Improved public access to and promotion of databases	Enhance internal database training/awareness; including podcasts
		Work with Communications Office to introduce a public awareness/PR plan for database availability and offerings (i.e. public podcast training materials)
	Create better measure of outcomes and outputs of library services	Develop more creative, innovative and useful means of generating, assessing and evaluating usage statistics
GOAL 3	**Create a warm and welcoming approach in all aspects of library service through renovated and expanded facilities and streamlined services that guarantee quality user experiences**	
	OBJECTIVES: SERVICES	
	Ensure public has ready and clear access to all services	Institute roving reference and approachable, easily identifiable staff
		Evaluate all circulation and borrowing procedures to encourage ease of use, self service and equitable access to collections throughout the System
		Standardize procedures to improve efficiencies: online card applications, storage of library card application data
	Turn non-library patrons who eat at Fables into Central Library users	Provide additional display cases/shelving in Fables area
		Begin collaborative lunch bag service with Fables
	Approachable and easily identified staff members	t-shirts, buttons, identification badges
	Create regular and ongoing means of soliciting public feedback	Annual/ongoing survey of public about current services at System libraries (online and/or written feedback)
	Ensure online catalog is user friendly and accurate	Add patron reviews
	Develop services that highlight collections, reference services and databases	Enhance Readers Advisory services, highlight new books on Page Turners

	OBJECTIVES: FACILITIES	
	Complete Central Library Use Analysis	Work with stakeholders and consulting professionals to review and develop an analysis of the space, role and potential for the Central Library facility
	Plan for short-term Central Library facility upgrades/updates	Expand and reconfigure Central Library Children's Room
	Plan for short-term System facility upgrades/updates	Apply for State Construction and / or stimulus funds as available; assist with NYSERTA applications and contact information
	Position the Central Library, and other library facilities if qualified, as emergency shelters	
GOAL 4	**Identify key public project initiatives for 2010-2011**	
	Literacy	Implement Literacy Master Plan including Family Place, After School Services, Buffalo Adult Ed. partnership and programs
	Business and Economic Development and Workforce Assistance	Promote current training and workshops and schedule sessions at Central, Branch and Suburban Libraries as well as by request to business and trade groups
	Special Collections	Implement elements Special Collections Plan
		Continue to work with Rare Books Commission regarding community development of vast rare book and special collections treasures in our region

GOAL 5	**Ensure long-term financial sustainability through public and private investments and create a culture of philanthropy within, and on behalf of, the Library System while enhancing the System's image and visibility throughout the County**	
	OBJECTIVES	
	Create a more effective and efficient means of maintaining donor and potential donor contact information	Install and train key staff on use of donor management software and configure for maximum use potential for both Library and Foundation
	Develop new and exiting ways to promote, market and profit from library assets	Fables, facility use (Central, other sites) bags and other promotional items; larger value art prints and reproductions
		Review operations of Novel Ideas / Encore Editions
	Work with Library Foundation on development initiatives	Continue to develop relationship with Foundation regarding key initiatives and events to build capacity and cultivation opportunities
	Develop a comprehensive communications and advocacy plan	Creative services, news services, government/community relations
	Develop a comprehensive marketing and branding plan and timeline for RFP issue	
	Work with branch and suburban libraries to create and implement development and advocacy plans	Continue to assist with local advocacy and PR
	Build and enhance collaborative relationships with educational, cultural, arts and government agencies and identify key collaborators over next two years and related projects and initiatives	Continue to meet with community leaders and potential partners

GOAL 6	**Streamline workflows and promote system-wide opportunities for improving internal operations**	
	OBJECTIVES	
	Improve efficiency of security, circulation and materials handling process	Continue to implement RFID as planned; revisit regularly; report to County, ECFSA
	Streamline building access, employee ID and payroll functions	Explore use of swipe cards
	Create staffing structure that will allow for greater flexibility throughout System	Continue to develop model staffing plans and begin implementation of recommendations as made possible through retirement, attrition, restructuring
	Enhance staff development opportunities	Continue to provide a variety of opportunities for staff training and continuing education for all levels of staff
		Orientation/onboarding presentations for new staff members, library managers/directors and member library trustees
		Create stronger ties with UB's Department of Library and Information Studies
GOAL 7	**Enhance Technology Infrastructure**	
	OBJECTIVES	
	Provide staff with technological resources to ensure peak performance	As per comprehensive Technology Plan:
		web site and digital content enhancements
		broadband enhancements
		open source exploration (for ILS, CMS, etc)
		online catalog enhancements for ease of use
	Create infrastructure that enables users easy access to library services and introduces innovative services	Pilot e-Book readers and downloading kiosks
		Explore use of library material vending machines
		Explore use of non-library material vending machines (i.e. RedBox)