

The Eastern Shore Public Library Systems: 2016-2018 Plan of Action

<b>Goal 1:</b>	Programs will be planned that will be of value to the community serving a variety of ages and interests.			
<b>Objective #1a:</b> We will search for ideas for value-added programs and develop marketing to better promote their value.				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
Other libraries will be surveyed to identify programs adaptable to our resources and community by reviewing blogs, professional publications, social media, and websites.	Public programs and services Public perception	Administrative team	2018	An bi-annual program plan with corresponding marketing and budget plan will be created.
Attendees will be surveyed after each program to obtain feedback for future program planning.	Public perception	Director	2016	Surveys will be compiled for Board and Director review.
Excitement will be created for the building project by developing contests that may include an art contest, MEME contest for vintage photos, "Fresh Pride" sign letters contest.	Public perception	Staff	2017	Number of contest/event entries
A suggestion box for the building project soliciting ideas will be created and a prize given for the best suggestion (semi-annually?)	Public perception	Director	2019	Number of suggestions

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People that do NOT use the library will be solicited for ideas and feedback at area events or festivals such as garage sales, VEC, or farmers market.	Public perception	Director	2019	Number of questions and suggestions
Past survey (2013?) results will be reviewed and used for planning.	Public perception	Director	2016	Usable data. Ideas for new surveys.
Discussion groups will develop the concept of "third space" following a TED talks model and/or using books and movies as basis for theme.	Public programs and services	Administrative team	2018	Number of programs and attendance.

**Objective #1b:** Programs will be developed that celebrate the diversity of the community.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
*A grant and/or sponsor supported bi-annual storytelling festival will be developed.	Public programs and services	Director & Board	2017	Festival event.
*Movies and programs in different languages will be developed.	Public programs and services	Staff	2018	Schedule of events

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<p>*The library will collaborate with organizations that represent or support different ethnic groups or specialized populations.</p>	<p>Public programs and services Public awareness</p>	<p>Director &amp; Board</p>	<p>2019</p>	<p>List of collaborating organizations and events or programs taken place or planned. List of grants to support collaboration.</p>
<p>*A youth summer feeding program will be developed in collaboration with County Parks and LVA to attract new populations to the library and promote literacy.</p>	<p>Public programs and services Public awareness</p>	<p>Director</p>	<p>2018</p>	<p>Statistics on number of youth served food</p>

<p><b>Goal 2:</b></p>	<p><i>Workforce development resources and programs will be offered including topics like resume writing and wordprocessing, job readiness, and STEM.</i></p>
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**Objective #2a:** Classroom space will be made available at all hours for workforce development agencies/npo.

<p><b>Strategies/Actions</b></p>	<p><b>Core Function(s)</b></p>	<p><b>Who/Where</b> <i>Responsible party or location?</i></p>	<p><b>When?</b> <i>When should action be completed?</i></p>	<p><b>Accountability</b> <i>How will you know the action succeeded or is complete?</i></p>
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New library will have both large community/classroom space and small group meeting spaces available for use.	<i>Facility</i>	Board/Director	2019	Room reservations and attendance will be tracked.
Computers and tablets for training will be available, both on main floor and portable laptops for on-site and off-site training.	<i>Technology</i>	Director	2019	Funding secured will determine quantity.
A “skill-sharing” festival that promotes self-sufficiency, DIY, lifelong learning, and new career paths.	<i>Public programs and services</i>	Director & ???	2018	A timetable will be developed by 2016 and funding sources identified.
A survey of local agencies and npo will solicit meeting room space needs, potential schedules, and program partnerships.	<i>Public Awareness Public perception</i>	Director	2017	Returned surveys and compilation of responses.
A meeting room use policy will be developed to ensure equitable access and best use.	<i>Facilities</i>	Board & Director	2017	Approved plan and room use application form.
<b>Objective #2b:</b> Programs and collections will promote entrepreneurship related to the assets on the Shore.				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
DIY programs will be offered, including beekeeping, animal husbandry, small scale farming.	<i>Lifelong Learning Public Programs and Services</i>	Director	2020	Class attendance
Other libraries will be surveyed to collect workforce development program ideas.	<i>Public programs &amp; Service</i>	Director	2018	Program plan that includes funding needs, and timetable.

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Business planning workshops and business database workshops will be developed to raise awareness of resources available. Related agencies will provide content.	<i>Public Programs and Services</i>	Director	2020	Class attendance
Currently owned tablets will be pre-loaded with business start-up and job readiness resources.	<i>Public Programs and Services</i>	Technical Services	2017	Circulation statistics
Materials, both print and online, related to job skills and small business will be inventoried. A collection development plan will be created with corresponding budget needs.	<i>Materials</i>	Technical Services	2018	Purchasing plan to use to secure funds for enhanced collection will be submitted to the Director.
An assessment of current equipment useful for small businesses will be taken and purchasing scheduled developed.	<i>Facilities</i>	Tech Liaison	2018	An Inventory and purchasing plan will be submitted to the Director.

**Objective #2c:** Partnerships will be developed to meet community workforce development needs.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
ESPL will join the Wallops Regional Alliance.	<i>Public Awareness</i>	Director	2016	Meeting attendance.
ESPL will join Community Partners.	<i>Public Awareness</i>	Director	2016	Meeting attendance.
Grant opportunities that support workforce development and can include community partners will be researched.	<i>Public Awareness</i> <i>Materials</i> <i>Technology</i>	Director	2017	Grant application calendar and plan.
Regular communication and/or meetings will be developed with the school librarians to mutually support programs and curriculum and to	<i>Public Awareness</i> <i>Materials</i>	Director	2016	Schedule of meeting dates and plan of action

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ensure ESPL plans align with public education and technology requirements and needs.	<i>Technology</i>			
Resources for and outreach to dual enrollment students will be developed.	<i>Public Awareness Materials Technology</i>	Director, Staff	2017	Program plan
The library will have a presence at the ES Job Fair each year.	<i>Public Awareness</i>	Director	2017	Attendance

**Objective #2d:** STEM resources and programs will be developed.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
Computer technology equipment in the library will not only provide access to online sources, but also serve for educating on the use of newer technology.	<i>Technology</i>	Director & Board	2018	Inventory of equipment
Programs will be developed for both youth and adults that promote careers in STEM fields	<i>Public Programs and Services</i>	Staff	2019	Schedule of programs Grants supporting such programs
Materials and online resources that support STEM education will be better promoted, exhibited and demonstrated	<i>Materials</i>	Staff	2018	List of actions taken Increased circulation of STEM materials

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Technology “experts” will alert the library to trends and community needs for equipment, software, and access.	<i>Technology</i>	Board & Director	2019	Board member with skills Advisory Committee
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<b>Goal 3:</b>	We will improve access to relevant library resources.
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**Objective #3e:** Reader advisory will assist patrons with materials selection.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
<p><i>Staff commented that patrons like to have recommendations, but staff are not trained in reader advisory, nor have time to read reviews and do proper interview with patrons.</i></p> <p>“Staff Picks” display will be restarted and also include selections by Board and volunteers.</p>	<p>Materials</p> <p>Staff</p> <p>Public engagement</p>	Theresa	August 2016 start date	Items on display replenishment rate
Move Spanish language books to new, clearly labeled shelving area.	<p>Materials</p> <p>Public programs &amp; services</p>	Wendy and Charle	December 2016	Increase in Hispanic library use. Circulation of Spanish materials.

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<p>"Death Row" display of items potentially to be weeded due to low circulation. "Last Straw"?</p> <p><i>Working well at Chincoteague. Broadens scope of patron reading.</i></p>	<p>Materials</p> <p>Lifelong learning</p> <p>Public engagement</p>	<p>Charle &amp; Theresa</p>	<p>September 2016</p>	<p>Items on display replenishment rate</p>
<p>Collect and display recommended reading lists for patron use based on popular themes. Have a bulletin board, acrylic holders, bookmarks, or other display area for reading lists. Nonfiction themes will be placed near that subject area in stacks. Lists will help staff become more familiar with popular titles; a binder at the desk will be ready reference.</p>	<p>Materials</p> <p>Lifelong learning</p> <p>Staff</p>	<p>Charle &amp; Brian &amp; Susan</p>	<p>March 2016</p>	<p>Observing use of the lists.</p> <p>Patron requests.</p>
<p>Staff will evaluate reader services and enhance or develop new ways to improve that area.</p>	<p>Staff</p>	<p>All</p>	<p>March 2017</p>	<p>Survey</p>
<p>Staff will receive Reader Advisory training.</p>	<p>Staff</p>	<p>Cara</p>	<p>March 2018</p>	<p>Attendance; number of training sessions</p>

<b>Goal 4:</b>	Staff will receive training for development in their job role.			
<b>Objective #4a:</b> Technology skills of staff will improve to better serve patrons.				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b>	<b>Accountability</b>



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			<i>When should action be completed?</i>	<i>How will you know the action succeeded or is complete?</i>
Staff will devote time to learning features of "patron side" of online resources, including Evergreen	Technology Staff	Brian	June 2017	Confidence of staff in serving patrons; increase staff input in tech resource needs
Upgrade to Evergreen 2.9 will involve staff training of new features.	Technology Staff	Charle, Summer	October 2016	Training materials and schedule
Technology training resources lists will be developed to refer staff and patrons to, including E.S. locations and online.	Technology Staff Patron Programs	Summer	December 2016	Lists and procedures for updating

Objective #4b: Patrons will be better served by staff with developed customer service skills.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
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Customer service training will be taken through ES Chamber of Commerce.	Staff	Front desk staff	2017	Attendance and improved customer satisfaction.
6 hours of library-oriented customer service training will be taken by front desk staff each year whether through webinars or in-class instruction.	Staff	Front desk staff	2017	Attendance and improved customer satisfaction.
Monthly staff meetings will take place to review service issues, improve planning and communication, and troubleshoot potential issues.	Staff	Director	2016	Brian, Summer, and Charle will identify date and times to present to Cara.

<b>Goal 5:</b>	Public services will be responsive to public needs and interests.			
<b>Objective # 5a:</b> Patron identity theft will be minimized.				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
Educational materials about identity theft will be available to patrons, especially those using the computers. Staff will verbally point out potential threats.	Technology	Circulation Manager.	2016	Observation. Circulation manager will train staff and ensure materials available.

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Procedures for protecting identity while using public computers will be posted for patrons, such as clearing personal data from printer queue.	Technology	Circulation Manager	2016	Observation. Circulation manager will train staff and ensure signage available. Stacia can assist with signage.
Patron safety and security will be reviewed for each service area.	Technology Staff	Administrative team	2017	Recommendations provided to Director and/or Board.
<b>Objective #5b: Feedback from patrons will guide program and resource planning.</b>				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
Patrons will be surveyed to identify the resources they want.	Public Awareness	Director	2017	Report to staff and Board
Partner organizations will be interviewed for program suggestions/needs.	Public Awareness	Director	2017	Program plan will be developed including resource needs.

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<b>Goal 6:</b>	We will provide staff the resources and compensation to perform their job to the best of their abilities and be happy employees.
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**Objective #6a:** Staff will clearly understand expectations and goals of the organization.

<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
*Monthly staff meetings will communicate policy changes, recognize issues, and provide a forum for inter-staff communication. (See also Objective #4b)	Staff	Director	2016	Brian, Summer, and Charle will identify meeting date and times to present to Cara.
*The personnel manual will be reviewed and updated.	Staff	Board & Director	2017	Approved updated manual and distribution to staff.
*All staff will participate in the mental health service training (free).	Staff Public programs and services	Staff	2017	Certificate of class completion in staff file

**Objective #6b:** Staff job descriptions and compensation will be fair and clear.

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*All job descriptions will be reviewed and updated using LVA template.	Staff	Director	2017	Completed descriptions Approval by Board
*Salary pay grades will be updated and defined using like libraries as benchmarks.	Staff	Director	2017	Approved pay grades
*Employee annual reviews will be based on job descriptions and goals will be developed with staff awareness of other job qualifications in mind for staff development.	Staff	Director	2017	Annual evaluations

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<b>Goal 7:</b>	Library services and resources will be meet the challenges of access barriers.			
<b>Objective #7a:</b> Materials will be available for impaired readers.				
<b>Strategies/Actions</b>	<b>Core Function(s)</b>	<b>Who/Where</b> <i>Responsible party or location?</i>	<b>When?</b> <i>When should action be completed?</i>	<b>Accountability</b> <i>How will you know the action succeeded or is complete?</i>
A collection of low-level adult reading material will be grant-funded.	Public programs and services	Director and Technical Services Manager	2019	Collection size, funding, and circulation
Prison in-mates services will be planned.	Public programs and services	Director	2020	Report identifying procedures and resource needs
Reading needs of visually impaired will be identified and available resources sought to meet the needs.	Public programs and services	Director and Technical Services Manager	2020	Report identifying needs and resources available
Notaries will be a library locations. (Wendy currently is; Summer to get certified)	Public programs and services Staff	Summer	2017	Certificate