

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

Goal 1:			
Strategies/Actions	Status	When? <i>When should action be completed?</i>	Accountability <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.	2018	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.	Have not begun. Also need to create improved means of collecting program statistics and compiling for state report.	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.	Model building contest is planned for spring 2017. Charle's idea.	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?)	A general suggestion form was installed at Main in Summer 2016. Only 1 form received; not building related. Photos of design ideas have been posted on Facebook building page; little-to no response.	2019	Number of suggestions
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.	General inquiries during outreach activities, to date. 2019	2019	Number of questions and suggestions

December 21, 2016

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

Past survey (2013?) results will be reviewed and used for planning.	Browsed results; need to review more closely.	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.	2018	2018	Number of programs and attendance.

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*A grant and/or sponsor supported bi-annual storytelling festival will be developed.	Learned from owner of Poseidon Pantry that Chincoteague Cultural Alliance plans to have such a festival next year. Harriet connected; need to review with her.	2017	Festival event.
*Movies and programs in different languages will be developed.	Will discuss more with Wendy during review. The option for groups to show movies here has been promoted when introduced to them.	2018	Schedule of events
*The library will collaborate with organizations that represent or support different ethnic groups or specialized populations.	Have made contact with Haitian Baptist Church. African American Community has not been well represented at programs or on boards; efforts to connect have not been easy. VFH is very interested in Haitian community. A Hispanic festival is planned at Parksley site in spring.	2019	List of collaborating organizations and events or programs taken place or planned. List of grants to support collaboration.

December 21, 2016

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

*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.	To be implemented by Youth Services person.	2018	Statistics on number of youth served food
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Goal 2:

Strategies/Actions	Core Function(s)	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
New library will have both large community/classroom space and small group meeting spaces available for use.	2019	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>Ipads were loaned to staff to familiarize themselves. Youth Services staff will be charged to making ipads useful in programming.</i>	2019	Funding secured will determine quantity.
A "skill-sharing" festival that promotes self-sufficiency, DIY, lifelong learning, and new career paths.	2018	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.	2017	2017	Returned surveys and compilation of responses.

December 21, 2016

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

A meeting room use policy will be developed to ensure equitable access and best use.	<i>The meeting room use policy and application form was revised and approved in November 2016. Posted on website.</i>	2017 completed	Approved plan and room use application form.
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DIY programs will be offered, including beekeeping, animal husbandry, small scale farming.	2020	2020	Class attendance
Other libraries will be surveyed to collect workforce development program ideas.	<i>2018. Begun as using for grant writing. Berge is using WFD for USDA grant apps.</i>	2018	Program plan that includes funding needs, and timetable.
Business planning workshops and business database workshops will be developed to raise awareness of resources available. Related agencies will provide content.	<i>2020. Berge met with SBDC rep.</i>	2020	Class attendance
Currently owned tablets will be pre-loaded with business start-up and job readiness resources.	2017	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.	2018	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.	2018	2018	An Inventory and purchasing plan will be submitted to the Director.

December 21, 2016

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

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ESPL will join the Wallops Regional Alliance.	<i>Have attended two meetings. Met with NOAA manager Al McMath in Nov. 2016.</i>	2016 completed	Meeting attendance.
ESPL will join Community Partners.	<i>Have attended one meeting. Placed on Nurse Family Partners Advisory Board.</i>	2016 completed	Meeting attendance.
Grant opportunities that support workforce development and can include community partners will be researched.	<i>Berge applying to USDA for WFD grant for construction. Met with Amy Shockley, ESCC Adult Education program.</i>	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 ensure ESPL plans align with public education and technology requirements and needs.	<i>Met with Nadene Moore, AC schools head librarian. Will assign this task to new youth services staff.</i>	2016	Schedule of meeting dates and plan of action
Resources for and outreach to dual enrollment students will be developed.	2017.	2017	Program plan
The library will have a presence at the ES Job Fair each year.	2017	2017	Attendance

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

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.	2018	2018	Inventory of equipment
Programs will be developed for both youth and adults that promote careers in STEM fields	2019	2019	Schedule of programs Grants supporting such programs
Materials and online resources that support STEM education will be better promoted, exhibited and demonstrated	<i>Received STEM resource kit from LVA and attended training (Cara and Sharon) in Nov. 2016.</i>	2018	List of actions taken Increased circulation of STEM materials
Technology “experts” will alert the library to trends and community needs for equipment, software, and access.	2019	2019	Board member with skills Advisory Committee

Goal 3:

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<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>Reviewed at January staff meeting. Charle took initiative to train staff on 1 reader advisory tool at each staff meeting. Good Reads was in Jan. Theresa offered to do two exhibits. Cara and Pam Holley continue to do.</p>	<p>August 2016 start date</p>	<p>Items on display replenishment rate</p>

December 21, 2016

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

Move Spanish language books to new, clearly labeled shelving area.	Wendy set up a display. Jan. 2016	December 2016	Increase in Hispanic library use. Circulation of Spanish materials.
"Death Row" display of items potentially to be weeded due to low circulation. "Last Straw"? <i>Working well at Chincoteague. Broadens scope of patron reading.</i>	Charle and Pam Holley completed. Ongoing.	September 2016	Items on display replenishment rate
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.	Charle obtained genre bookmarks; volunteered typed for Publisher; will have printed. Ongoing.	March 2016	Observing use of the lists. Patron requests.
Staff will evaluate reader services and enhance or develop new ways to improve that area.	Reviewed at January staff meeting. Charle took initiative to train staff on 1 reader advisory tool at each staff meeting. Good Reads was in Jan.	March 2017	Survey
Staff will receive Reader Advisory training.	Reviewed at January staff meeting. Charle took initiative to train staff on 1 reader advisory tool at each staff meeting. Good Reads was in Jan.	March 2018	Attendance; number of training sessions

December 21, 2016

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

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<p>* Library hours of operation will correspond to patron’s workflow and personal scheduling needs.</p> <ul style="list-style-type: none"> • The library will be open more evening hours. • Saturday hours of operation will be evaluated • Patrons will be surveyed and counted for peak use periods. 	<p>1) Now open Tues. evenings; closed 1 hour earlier on Thurs.</p> <p>2) Recent staff count of visitors included hourly; to be evaluated</p>	<p>Fall 2017</p>	<p>Patron satisfaction.</p> <p>Circulation.</p> <p>Computer Uses.</p>
<p>* Policies, procedures, and a cost analysis will be put in place to allow for after-hours use of library facilities with a full cost recovery.</p>	<p>No activity.</p>	<p>Dec 2017</p>	<p>Meet room use.</p> <p>Group use of library.</p> <p>Grants for collaborative programs.</p>

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

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*Library policies will be available in Spanish and Creole.	2018	2018	Translated documents.
*Library flyers will be available in Spanish and Creole.	2018. Some have been translated.	2018	Translated documents.
*Staff or volunteers will be available to translate.	Wendy can translate, but is not compensated for this skill beyond regular wage.	2019	Schedule of translators available at the desk.
*Self-service mini-libraries will be available in both counties for remote access to reading materials and information about library events and services.	One donor identified for Little Free Library in Onancock. Working with Friends to implement.	2019	Number of placed mini-libraries Circulation counts from mini-libraries

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

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*Staff trained on the use of the ESR collection and equipment will be available during hours of operation, including Saturdays and evenings.	Nearly full coverage. Dr. Barnes provides additional advanced service 3 hours/week.	2017	Staff schedule
*Public programs for a variety of age groups will be provided to raise awareness of the ESR collection, genealogy, local history, and their importance to the community; at least 4 per year including during summer reading program.	2018	2018	Schedule of program. Attendance at programs
*Statistics will be collected on the frequency of use of the ESR, what types of use, and demographics of patrons. Information will be used for planning, publicity planning, and grant writing.	Statistics currently being collected.	2018	Statistics
*The ESR materials will be inventoried.	Completed Nov. 2016.	2018 completed	Report of missing items. Develop of a replacement budget and plan. Security recommendations.d

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

*Finding aids will be developed for each collection in the ESR.	Have discussed having an intern to do this.	2018	List of finding aids.
*A grant schedule will be developed to provide support for technical assistance and materials for the ESR.	Started researching grants for capital campaign.	2017	Grant schedule
*A business and strategic plan for the Center for Eastern Shore History, Genealogy and Culture will be developed that includes staffing plans.	2018	2018	Plan documentation approved by Board

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

Goal 4:

Strategies/Actions	Core Function(s)	When? <i>When should action be completed?</i>	Accountability <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	Completed Cypress Resume and One Click digital. Find It Va. current assignment. Need way to "test" staff to ensure completed and that new staff execute as well.	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.	Reviewed at Dec. staff meeting need to know patron account features (like saving what have checked out). Also need proficiency checklist for staff training. Charle to query other libraries if have.	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.	No action	December 2016	Lists and procedures for updating

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December 21, 2016

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

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Customer service training will be taken through ES Chamber of Commerce.	Chamber referred classes to ESCC. In process of setting up class for 2017.	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.	2017	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 set dates as second Thursday. Staff development day planned for January.	2016	Brian, Summer, and Charle will identify date and times to present to Cara.

Goal 5:

Strategies/Actions	Core Function(s)	When? <i>When should action be completed?</i>	Accountability <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.	No action.	2016	Observation. Circulation manager will train staff and ensure materials available.

December 21, 2016

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

Procedures for protecting identity while using public computers will be posted for patrons, such as clearing personal data from printer queue.	No action.	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.	2017	2017	Recommendations provided to Director and/or Board.
Strategies/Actions	Core Function(s)	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Patrons will be surveyed to identify the resources they want.	2017	2017	Report to staff and Board
Partner organizations will be interviewed for program suggestions/needs.	Some have to date. Reported on Director's Report.	2017	Program plan will be developed including resource needs.

Goal 6:

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December 21, 2016

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

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*Monthly staff meetings will communicate policy changes, recognize issues, and provide a forum for inter-staff communication. (See also Objective #4b)	(See also Objective #4b)	2016	Brian, Summer, and Charle will identify meeting date and times to present to Cara.
*The personnel manual will be reviewed and updated.	Committee formed with 2 board members, Directors, 1 staff. Revisions made; staff to review in December and comment prior to Jan. Board meeting.	2017	Approved updated manual and distribution to staff.
*All staff will participate in the mental health service training (free).	All but 4 staff have attended.	2017	Certificate of class completion in staff file

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*All job descriptions will be reviewed and updated using LVA template.	Completed descriptions Dec. 2016	2017	Completed descriptions Approval by Board
*Salary pay grades will be updated and defined using like libraries as benchmarks.	Currently using Va. state pay band and adjusted budget for modifications to some staff.	2017	Approved pay grades

December 21, 2016

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

*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.	Completed Dec. 2016	2017	Annual evaluations
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The Eastern Shore Public Library Systems: 2016-2018 Plan of Action

Goal 7:

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A collection of low-level adult reading material will be grant-funded.	2019	2019	Collection size, funding, and circulation
Prison in-mates services will be planned.	Identified Lighthouse Ministries as partner.	2020	Report identifying procedures and resource needs
Reading needs of visually impaired will be identified and available resources sought to meet the needs.	2020	2020	Report identifying needs and resources available
Notaries will be a library locations. (Wendy currently is; Summer to get certified)	Summer is at NFL.	2017 completed	Certificate