



## Overall Goals for AMY Regional Libraries 2013-2014

### Annual Goals and Objectives

(Below are the primary areas of the 5-year plan based entirely on the Standards for NC Public Libraries approved by the State Library Commission and the North Carolina Public Library Directors Association which we will work toward completing this year. The Standard is in **black**, the 5-year plan goal is in **blue**, the current year's goals and objectives are in **green**. Each quarter we will report our accomplishments beside each annual goal/objective in **red**.)

1. To provide library services in compliance with applicable State and Federal laws to all residents of the political subdivisions supporting the library.
  - a. To review annually demographic and service data from the various communities served by the AMY libraries, special branches, bookmobile and outreach services and web presence.
    - i. Review 2012-2013 Annual Statistical Reports with each Board and Management team.
    - ii. Conduct annual user survey in April 2014
2. To submit board bylaws to the State Library of North Carolina on an annual basis and review board bylaws at least once every three years
  - a. Review existing bylaws for clarification of purpose, content, and consistency. (2012-2013)
  - b. Review at each Regional and Local Annual Meeting. (2012-2017)
3. To hold board meetings no less than four times a year in accordance with the North Carolina Open Meetings Law
  - a. To create an annual meeting date schedule at the annual meetings of each board. (2012-2017)
4. To provide support for trustee training through various workshops and ongoing education programs provided by the State Library, the North Carolina Library Association, or other relevant organizations.
  - a. Determine annually the needs and availability of such training. (2012-2017)
    - i. Encourage board members to participate in State Librarian webinars.
    - ii. Send documents via email that relate to libraries generally and AMY specifically
    - iii. Meet f2f with each new Board Member individually or in groups.
5. To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.
  - a. To gather regular input from Board members who serve also on other boards and community groups. (2012-2017)
    - i. TBA during local board meetings
  - b. The Regional Library Director will continue to maintain extensive involvement with organizations, agencies, boards and groups in the 3 counties and uses those interactions for library advocacy, service awareness, needs assessment and feedback. (2012-2017)
    - i. See Director's Activities updated quarterly

- c. To provide regular communication with communities through newspapers, radio, social media,
  - i. To create a Facebook page, Twitter and other social media venues for each library and the AMY Regional Library. (2012)
    - 1. Continue to explore options; however, Twitter is out for now.
  - ii. Place special news event in 4 newspapers once or twice per month.
  - iii. Encourage local librarians to submit weekly input related to their library activities
  - iv. Director on Community Close Up radio spot once or twice per month which covers Mitchell and Yancey counties.
- 6. To distribute financial information on a consistent and reliable basis.
  - a. To provide these data to the appropriate governing bodies on a quarterly basis with an Annual Report each fall. (2012-2017)
    - i. To be accomplished with each board meeting
- 7. To encourage board members and friends to formally and informally advocate for library funding and status with all elected and appointed officials who have fiscal and policy influence over the library.
  - a. To encourage formation of a Friends Group in Spruce Pine and Avery County. (2012-2013)
    - i. In process but slow.
  - b. To continue to support the efforts of the Yancey County Public Library Friends. ((2012-2017)
    - i. In process and they are doing well.
  - c. To encourage a renewed effort among the Friends of the Mitchell County Public Library. (2012-2013)
    - i. In process (rejuvenation meeting initiated by Mitchell Staff)
  - d. To encourage all board members and friends to participate annually in Library Legislative Day at the local, state and national levels. To attend in person or participate virtually with emails, phone calls and letters to legislative/government officials at all levels. (2012-2017)
- 8. To cultivate and empower volunteers willing to act as advocates for public libraries at the local, state, and national levels.
  - a. To work with the friends of each library to develop a plan that will encourage volunteers to become advocates and to honor their efforts. (2012-2017)
- 9. To include a marketing plan that reflects community needs and interests as part of the public relations program.
  - a. To create a written public relations/marketing plan. (2013-2014)
- 10. To designate a staff member to coordinate public relations activities within the library and between the library and other local agencies.
  - a. To establish this role among the staff members of each library. (2013-2014)
  - b. The Regional Library Director will coordinate these efforts and support local community outreach. (2012-2017)
    - i. To be accomplished by April Management team meeting
- 11. To develop a customer-friendly web and social media presence to provide access to library services and information about them. Have control of the content so that it can be updated and maintained at anytime by library staff.

- a. To review and assess the current website and modify as needed. (2012-2013)
  - i. To repeat this annually. (2012-2017)
- 12. To provide an easily accessible method for public feedback.
  - a. To develop a plan and process for implementing this strategy. (2013-2014)
  - b. To have a written set of policies to govern library personnel, operations and services, and review at least once every three years.
    - i. To review and update the current (1994) Personnel Policy Manual. (2012-2013) **Accomplished 29 August 2013**
    - ii. To develop a written set of policies and procedures that guide operations and services. (2012-2017)
      - 1. Underway to be completed by Annual Meetings 2014
    - iii. To review the Records Retention Policy. (2012-2017)
      - 1. To be accomplished by Annual Meetings 2014
  - c. To ensure that all library policies are easily accessible by library staff and the public.
    - i. To place existing policies and procedures on the website and replace as reviewed and revised. (2012-2017)
      - 1. Review Annually
  - d. To communicate the library's goals and objectives, and its progress toward meeting them, regularly to the public and to the library's governing authority.
    - i. To post long-range and annual goals and objectives on the website. (2012-2017)
      - 1. Review and Renew Annually
    - ii. To report quarterly using the Annual Plan as a guide, to boards, friends and the general public through regular board meetings, meetings of county and town councils, reports in the local newspapers and on the Regional Library website. (2012-2017)
  - e. To engage the community in the planning process.
    - i. To conduct a client survey every annually (2012-2017)
    - ii. To provide a suggestion box at each library and a telephone number and email where any suggestions, criticisms and problems can be reported. (2012-2017)
      - 1. To begin fall 2013
    - iii. The Regional Library Director will continuously monitor needs and accept feedback during board meetings and other gatherings of community service groups and citizens. (2012-2017)
      - 1. See Director's Activities
  - f. To ensure the long-range plan is accessible to library staff and the public.
    - i. To post the current and revisions of the 5-year plan and annual plans on the Regional website.
  - g. To provide a well-designed interior that encourages self-directed and group use of the library, supports staff efficiency, and promotes eco-friendly practices.
    - i. Current and ongoing policy. (2012-2017)
    - ii. To engage local library staffs and boards in a dialog to determine the space and utilization needs of each library. (2012-2017)
      - 1. The Yancey Board has a Building and Grounds Committee

- 2. Input will be solicited at each spring board meeting
  - iii. To review eco-friendly practices and develop written policy statements to guide them. (2012-2014)
    - 1. Policies to be written from current practice during fall 2013.
- h. Use signage that offers information at the point of need and frames that information from the customer perspective.
  - i. To review all signage in each library. (2012-2013)
  - ii. To include signage review on an annual “to consider” checklist. (2012-2017)
- i. To meet current safety and fire codes, and be accessible to all members of the community, conforming to American with Disabilities Act (ADA) Standards.
  - i. To review each library for compliance. (2012-2013)
    - 1. Yancey and Avery are in compliance in all areas.
    - 2. Spruce Pine recently reworked their front doors and now are in compliance for all areas.
    - 3. Mitchell will be in complete compliance when the front doors are reworked in spring or summer 2013.
  - ii. To meet fully the requirements of the ADA Standards. (2012-2014)
    - 1. Work on Mitchell
- j. To provide, sustain, and refresh the library's technology infrastructure to appropriately support library operations and services.
  - i. To equip the Spruce Pine Library with thin client technologies. (2012-2014)
    - 1. To implement the LSTA 2013 grant as approved by the State Library of North Carolina.
  - ii. To maintain the positive the current high level of service provided by the current IT provider. (2012-2017)
- k. To have sufficient devices and bandwidth to build, stimulate, and accommodate user demand.
  - i. To review current internet services in relationship to the broadband services will be available by 2014. (2013-2014)
- l. Ensure participation in digital technology for all people.
  - i. To review current digital literacy options in each community and determine the extent to which the library can fill knowledge and service gaps for all residents. (2012-2013)
    - 1. To implement the Edge Initiative region wide <http://www.ala.org/pla/advocacy/edge> Begin spring 2013 continuing
    - 2. To participation in the library initiated Domestic and Historic Alliances (described in the LSTA 2013 grant proposal) beginning 2013 and continuing.
    - 3. While the Historic Alliance component of the grant was not funded, to explore options to participate in that Alliance.
  - ii. To review annually these services. (2013-2017)
- m. To prepare a long-range facility plan that addresses projected growth and changing community needs.

- i. To develop a long-range facility plan and procedures. (2012-2014)
        - 1. To be initiated summer or fall 2013.
    - n. To review facility plan annually and revise plan at least every 5 years.
      - i. To be included in the policy and procedures. (2012-2017)
    - o. To ensure library staff have the necessary knowledge and skills to provide library services.
      - i. To provide quarterly Management Team meetings at which some aspect of library service is learned or reinforced, especially new developments, services and available external programs. (2012-2017)
        - 1. 9 August set goals for the year based on 5-year plan
      - ii. To encourage staff participation in webinars and other online learning through such opportunities as Web Junction and State Library sponsored programs. (2012-2017)
        - 1. Each staff member maintains a list of these for themselves.
      - iii. To take advantage of State Library ongoing education provided regionally. (2012-2017)
      - iv. To encourage participation in library and related professional conferences as appropriate. (2012-2017)
    - p. To develop a Collection Management Plan and review regularly as part of the library's long-range planning process.
      - i. To develop a written Collection Management Plan. (2013-2014)
    - q. To provide assistance and training in the use of technologies necessary to access resources.
      - i. To review all technology and digital literacy efforts to determine the need for changes in current service based on the 2012 user survey and input from current users. (2012-2013)
        - 1. Enterprise wide assessment by ANS which provide some of the needs assessment information for the LSTA grant proposal. Fall 2012
        - 2. Meetings with Alliance members to determine technology and digital/information literacy needs. Fall 2012 and Spring 2013
        - 3. Meetings with Hispanic service centers to determine technology and digital/information literacy needs. Fall 2012 and Spring 2013
      - ii. To develop a comprehensive plan to provide such training and education as found to be needed. (2012-2014)
        - 1. Implement the Edge Initiative region wide  
<http://www.ala.org/pla/advocacy/edge> Begin spring 2013 continuing
    - r. To provide programs and services that support adult literacy.
      - i. To review all adult literacy programs and services to determine the need for changes in current service based on the 2012 user survey and input from current users. (2013-2014)
      - ii. To develop a comprehensive plan to provide such training and education as found to be needed. (2013-2014)
13. To ensure efficient and effective customer service for all library users.

- a. To establish a written set of policies regarding use of library materials and resources that facilitate access.
  - i. To develop a written set of policies and procedures that guide operations and services. (2013-2014)
- b. To make all such policies readily accessible by the public.
  - i. To place all policies and procedures on the AMY website and have one hard copy at each circulation desk. (2013-2014)
- c. To support continuous improvement in public access technology services by sharing expertise and best practices with other providers locally, regionally and nationally.
  - i. The Regional Library Director to attend NCPLDA meetings, monitor the NCPLDA and State Library listservs, attend continuing education opportunities as related to local needs.