

Everett Public Library Strategic Plan Goals and Objectives for 2010

Strengthen our community programs and partnerships

Objective: Maintain strong relationships with our community partners.

Objective: Develop a plan to expand services to underserved populations within the existing budget and staffing levels, and begin implementation in 2011.

Develop a process of collection management that reflects the needs and expectations of the community we serve.

Objective: Improve our understanding of current community expectations for library collections by gathering customer input in a variety of ways, and develop a plan based on our findings.

Objective: Study how we allocate space for print and non-print collections, and begin implementing a plan to improve access to materials by 2011.

Connect the community to the library and its resources

Objective: Continue regular publication of e-newsletters, blogs, and podcasts.

Objective: Improve internal communications to insure library staff provides reliable information about our services, policies, and programs.

Objective: Develop and implement a process to inform community leaders and key stakeholders about the impact of the Everett Public Library's services.

Provide high quality service using existing resources to a growing customer base with increased expectations.

Objective: Develop a volunteer program, and begin recruiting volunteers in 2010.

Objective: Develop and test new ways of delivering outreach services to seniors and other customers with special needs.

Focus on relevant electronic services

Objective: Solicit customer feedback through online surveys to understand the changing electronic interests of our community.

Objective: Complete trial of chat reference service through State Library to determine full participation by June, 2010.

Objective: Add at least fifteen additional public computers by July, 2010.