Service Priority One
Create Young Readers: Early Literacy

Goal: Children age 5 and under and caregivers will find materials which enhance early literacy and which encourage reading as a positive and valuable activity.

Objectives
- Circulation of Toddler and Easy Reader books will increase by 3% each year.
- Circulation of parent materials will increase by 3% each year.
- Hire a part-time Children’s Librarian to supplement the hours of the Children’s Librarian.

Action Plan for FY13
- Continue to follow comprehensive weeding plan for children’s picture book collection allowing for optimal use of space and ease of access to the collection.
- Continue to create monthly displays in the Children’s Room highlighting different areas of the collection.

Goal: Children age 5 and under and caregivers will have programs designed to ensure that young readers enter school prepared to learn to read, write, and listen.

Objectives
- Participation in programs for children age 5 and under that incorporate early childhood educational principles will increase by 3%.
- Offer educational programs for parents on how to help their children learn.
- Participation in offsite library programs for children age 5 and under will increase by 3%.
- Participation by children age 5 and under in the annual Summer Reading Program will increase by 3%.

Action Plan for FY13
- Continue weekly toddler and preschool programs, including drop-in and registered story hours.
- Promote library services through a “library card drive” with Kindergarten classes.
• Offer monthly Saturday Story Hour sessions.
• Offer programs at schools and other community venues.

Service Priority Two
Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Goal: Adults and Senior Citizens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives
• Circulation of adult fiction will increase by 3% each year.
• Circulation of adult audio materials will increase by 3% each year.
• Circulation of adult visual materials will increase by 3% each year.
• Participation in the fiction book discussion group and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY13
• Continue to create monthly displays and bi-monthly bibliographies highlighting different areas of the collection.
• Continue to expand the DVD collection.
• Expand the eBook collection through continued library acquisitions and added support for the OCLN shared collection.
• Continue the daytime fiction book discussion group and the evening mystery book discussion group.
• Offer outreach services to seniors in collaboration with the Council on Aging.

Goal: Children and teens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives
• Circulation of children’s and teen fiction and picture books will increase by 3% each year.
• Circulation of children’s and teen audio materials will increase by 3% each year.
• Circulation of children’s and teen visual materials will increase by 3% each year.
• Participation in the summer reading program, book discussion groups and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY13
• Continue the three disparate book discussion groups for children and teens, using library staff and parents as facilitators.
• Offer programs for children which encourage reading/viewing/listening for pleasure at the FY12 level.
• Offer a summer reading program for children and teens which includes opportunities for personal growth and group experiences.
• Continue activities and programs begun under the LSTA Serving Teens and Tweens grant including offering 6 – 8 programs for teens which encourage reading/viewing/listening for pleasure based on input from the Teen Advisory Board.
- Continue school visits to the Library for all first, third and fifth grade classes.
- The Children’s Librarian will visit Pre-K and Kindergarten classes to promote reading and library services.

**Service Priority Three**  
**Visit a comfortable place: Physical and virtual spaces**

**Goal:** Residents of all ages will enjoy a welcoming physical space, conducive to using library materials or meeting with others

**Objectives**
- Copeland Meeting Room use will increase by 5% each year.
- Copeland Room exhibits will be recruited and promoted to the community.
- Teen use of the Nero Young Adult Room will increase by 5% each year.

**Action Plan for FY13**
- Create an on-line Meeting Room Use application.
- Recruit Copeland Room exhibits for nine of the twelve months.
- Implement marketing plan for displays and exhibits.
- Work with the Teen Advisory Board and the Middle and High School Librarians to promote Nero Young Adult Room.

**Goal:** Residents of all ages will find an accessible virtual space which supports their needs.

**Objectives**
- “Hits” on the library website will increase by 5% each year.
- Content on the library website will increase by 5% each year.
- User bookings of museum passes will increase by 10% each year.

**Action Plan for FY13**
- Continue adding library policies to the website.
- Work with web designer to update website appearance and functionality.
- Continue to promote the Tixkeeper Museum Pass reservation system.
- Promote electronic content: eBooks, eAudio and databases.

**Service Priority Four**  
**Satisfy Curiosity: Lifelong Learning**

**Goal:** Adult and Senior residents will have access to information to meet their need to explore topics of personal interest and to facilitate lifelong learning.

**Objectives**
- Circulation of adult non-fiction material will increase by 3% each year.
- Attendance at library-sponsored informational programs for adults will increase by 5% each year.

**Action Plan for FY13**
- Continue to follow comprehensive weeding plan for the adult non-fiction collection.
- Continue amending stack and display signage in the adult non-fiction and reference collections.
- Present five informational programs for adults/seniors.
- Continue Non-Fiction Book Discussion Group for adults and seniors.

**Goal:** Teens and children will have access to resources which fulfill their need to investigate topics of personal interest.

**Objectives**
- Circulation of children’s and young adult non-fiction material will increase by 3% each year.
- Attendance at library sponsored informational programs for children and teens will increase by 5% each year.

**Action Plan for FY13**
- Continue to follow comprehensive weeding plan for young adult and children’s non-fiction collections
- Continue amending stack and display signage in the young adult and children’s non-fiction and reference collections.
- Continue to fund the Teen Advisory Board.
- Present four informational programs for teens.

**Service Priority Five**
**Know Your Community:** Community resources and services

**Goal:** All residents will have access to current and accurate information about the programs, services and events offered by community agencies and organizations.

**Objectives**
- Use of library bulletin boards by community agencies and organizations will increase by 10%.
- Online community events information postings will increase by 15% yearly, beginning in FY12.

**Action Plan for FY13**
- Continue to contribute information to the municipal website.
- Promote the Copeland Room as a community meeting place.
- Provide a “Community Group of the Month” link on the library website, highlighting services from community groups with an established online presence.
- Promote Parent email list for sharing updates on new materials and programs for children and teens.
- Continue the Library’s participation in social media, by adding content to the Facebook page several times per week.
- Explore developing a partnership with the Dyer Memorial Library.