

2009 GOALS and PRIORITIES

GOAL 1	Ensure that every library in the System is a key destination for exciting and enriching programs and events	
	OBJECTIVES	Activities
	Create model programs for replication throughout System for adults and children	Provide children's series programs for Buffalo Branches and System children's services support; CR coordinates Battle of the Books
		Children/family programs: i.e., Family Place, summer reading program, program partnerships (i.e. Museum of Science, Explore and More)
		Develop multi-year adult and children's programming plan
		Create collection related programs and displays, and display materials from throughout the System
		Provide additional technology training for the public
		Enhance teen use and participation through programming and outreach opportunities; continue Get Graphic after grant expires - programs, classroom kit additions, organize Teen Advisory Group and Board for feedback/assistance in developing ongoing facility use and outreach guidelines
GOAL 2	Build and maintain quality collections, both print and electronic, based on user needs and long-term vision for library collections	
	OBJECTIVES	
	Coordinate system-wide collection development plan and introduce a maintenance initiative	Complete the creation of collection development guidelines
		Establish a system-wide committee for acquisition of foreign language materials
		Begin dialogue with UB Libraries about collaborative collection development opportunities and ILL possibilities
	Prepare for RFID (Radio Frequency ID) project through weeding and recon preparation	Investigate a subscription to JSTOR as prelude to RECON of serials
		Plan process for weeding open and closed stacks at Central, Buffalo Branches and Amherst Libraries in preparation for RFID tag recon

		Plan timeline for retrospective conversion of closed stacks multi-volume sets, serials, remaining monographs and microform holdings
	Provide dynamic, easy to use and useful electronic databases	Evaluate current databases, add and drop as needed
	Improved public access to and promotion of databases	Migrate to WebFeat Express; rename databases; create an intermediate data base page; archive links to database handouts on blog; introduce database training and podcast on Intranet/Internet
		Work with communications office to develop a public awareness/PR plan for database availability and offerings
	Create better measure of outcomes and outputs of library services	Develop more creative, innovative and useful means of generating, assessing and evaluating usage statistics
GOAL 3	Create a warm and welcoming approach in all aspects of library service through renovated and expanded facilities and streamlined services that guarantee quality user experiences	
	OBJECTIVES: SERVICES	
	Ensure public has ready and clear access to all services	Institute roving reference and approachable, easily identifiable staff, modeling the Mississauga model
		Evaluate all circulation and borrowing procedures to encourage ease of use, self service and equitable access to collections throughout the System
		Enable new features as feasible and available through SIRSI Java update
		Enable online, patron-placed ILL requests and online document delivery
		Standardize procedures to improve efficiencies: online card applications, storage of library card application data
	Turn non-library patrons who eat at Fables into Central Library users	Provide additional display cases/shelving in Fables area
		Begin collaborative lunch bag service with Fables
	Approachable and easily identified staff members	t-shirts, buttons, identification badges

	Create regular and ongoing means of soliciting public feedback	Annual/ongoing survey of public about current services at system libraries (online and/or written feedback)
	Ensure online catalog is user friendly and accurate	Add patron reviews
	Develop services that highlight collections, reference services and databases	Readers advisory services, highlight new books on Page Turners, 24/7 reference service
	OBJECTIVES: FACILITIES	
	Issue RFP for Central Library facility study with goal of transforming the Central Library as a premium downtown destination	
	Plan for short-term Central Library facility upgrades/updates	Begin space planning for Special Collections area
		Expand and reconfigure Central Library Children's Room
	Plan for short-term system facility upgrades/updates	Apply for State construction and / or stimulus funds as available
	Position the Central Library, and other library facilities if qualified, as emergency shelters	
GOAL 4	Identify key public project initiatives for 2009-2010	
	Literacy	Introduce Literacy Master Plan detailing components of services and timelines including Family Place, Project Flight partnership, After School Services, Buffalo Adult Ed. partnership and programs
	Business and Economic Development and Workforce Assistance	Promote current training and workshops and schedule sessions at Central, branch and suburban libraries as well as by request to business and trade groups
	Special Collections	Convene a Special Collections Internal Task Force
		Work with County Executive and community stakeholders regarding Library as focus of cultural tourism
		Develop strategic plan for special collections

GOAL 5	Ensure long-term financial sustainability through public and private investments and create a culture of philanthropy within, and on behalf of, the Library System while enhancing the System's image and visibility throughout the County	
	OBJECTIVES	
	Create a more effective and efficient means of maintaining donor and potential donor contact information	Work with Foundation to acquire mutually acceptable development software
	Develop new and exiting ways to promote, market and profit from library assets	Fables, facility use (Central, other sites) bags and other promotional items; larger value art prints and reproductions
		Review operations of Novel Ideas / Encore Editions
	Work with Library Foundation on development initiatives	Coordinate means of sharing staff and organizational resources for mutual benefit
	Develop a comprehensive communications and advocacy plan	Creative services, news services, government/community relations
	Develop a comprehensive marketing and branding plan and timeline for RFP issue	
	Work with branch and suburban libraries to create and implement development and advocacy plans	Friends groups, advocacy, media relations
	Build and enhance collaborative relationships with educational, cultural, arts and government agencies and identify key collaborators over next two years and related projects and initiatives	Coordinate community meetings through Communication Department
		Establish guidelines for creating and maintaining levels of partnerships
GOAL 6	Streamline workflows and promote system-wide opportunities for improving internal operations	
	OBJECTIVES	
	Improve efficiency of security, circulation and materials handling process	Implement RFID plan
	Streamline building access, employee ID and payroll functions	Explore use of swipe cards
	Create staffing structure that will allow for greater flexibility throughout System	Complete system-wide staffing plan and begin implementation of recommendations as made possible through retirement, attrition, restructuring
	Enhance staff development opportunities	Provide additional opportunities for staff training and continuing education for all levels of staff
		Orientation/onboarding presentations
		Create stronger ties with UB's Department of Library and Information Studies

GOAL 7	Enhance Technology Infrastructure	
	OBJECTIVES	
	Provide staff with technological resources to ensure peak performance	As per comprehensive Technology Plan, including:
		*New internal email system
		*Update/upgrade public computing network and software
		*Training
		*Implement E-Library (SIRSI upgrade)
		*RFID
	Create infrastructure that enables users easy access to library services and introduces innovative services	Kindle -- explore library implementation model
		Training -- lab at Central and mobile training lab
		Downloading kiosks
		Redesign and enhance website, intranet and online information tools to improve and introduce additional means of internal communication and public use