2015 – 2016 Goals & Objectives

1. EDUCATION - Children, teens and adults will have materials, services and programs designed to enrich, enlighten, educate and stimulate imagination.

Objectives:

1.1: Parents and caregivers of children (age 5 & under) will be surveyed annually to ensure the Buffalo & Erie County Public Library (B&ECPL) is providing access to materials, services and programs designed to make certain children will enter school ready to learn.

1.2: Early literacy programs will increase. (FY 2014 2,422)

1.3: By December 31, 2016, attendance at early literacy programs will increase. (FY 2014 55,359)

1.4: By December 31, 2016, 95% of parents and caregivers surveyed will indicate that library materials, services and programs for children ages 5 & under are very good or excellent.

1.5: Parents, caregivers and teachers of children (ages 6 -12) will be surveyed annually to ensure the B&ECPL is providing access to materials, services and programs designed to support the Common Core Curriculum and STEM/STEAM Initiatives.

1.6: Programs offered for children ages 6-12 will continue. (FY 2014 2,070)

1.7: By December 31, 2016, attendance at programs for children ages 6-12 will remain the same or increase. (FY 2014 41,268)

1.8: By December 31, 2016, 95% of parents and caregivers surveyed will indicated that library materials, services and programs for children ages 6-12 are very good or excellent.

1.9: Programs offered for teens will continue. (FY 2014 1,451)

1.10: By December 31, 2016, attendance at programs for teens will increase. (FY 2014 10,004)

1.11: By December 31, 2016, 90% of teens surveyed will indicate materials, services and programs provided by the Library are very good or excellent.
1.12: Adults will be surveyed annually to ensure the B&ECPL is providing access to materials, services and programs designed to support educational needs, career development, self-improvement, lifelong learning, etc.

1.13: Programs offered for adults will continue. (FY2014 4,502)

1.14: By December 31, 2016, attendance at adult programs will remain the same or increase. (FY 2014 34,077)

1.15: By December 31, 2016, 95% of adults surveyed will indicate that library materials, services and programs provided by the Library are very good or excellent.

1.16: Intergenerational programs offered will continue. (FY 2014 945)

1.17: By December 31, 2016, attendance at intergenerational programs will remain the same or increase. (FY 2014 49,971)

1.18: By December 31, 2016, 95% of adults surveyed will indicate intergenerational programs they attended at the Library are very good or excellent.

1.19: By December 31, 2016, database use will increase. (FY 2014 494,845)

1.20: By December 31, 2016, the number of subject guide sessions will increase. (FY 2014 11,428)

2. TECHNOLOGY – The Library will support the demand for and increasing dependence upon technology.

Objectives:

2.1: The Library’s public access computer use will remain the same or increase. (FY 2014 819,788)

2.2: The number of users accessing the Library’s high speed WiFi will remain the same or increase. (FY 2014 219,239)

2.3: By December 31, 2016, the number of technology training programs will continue. (FY 2014 1,096)

2.4: By December 31, 2016, attendance at technology training programs will remain the same or increase. (FY 2014 3,680)

2.5: By December 31, 2016, 95% of those surveyed will indicate technology programs are very good or excellent.

2.6: By December 31, 2016, a minimum of 4 surveys will be conducted that indicate what technological needs and services residents expect from their Library.

2.7: Annually, 95% of those surveyed will indicate B&ECPL’s technology services are very good or excellent.

2.8: Annually, 95% of those surveyed will indicate B&ECPL’s technology training programs are very good or excellent.
3. **COMMUNITY** - The Library will be visibly active in our diverse community: increasing awareness, inclusivity and value.

**Objectives:**

3.1 Outreach programs will increase. (FY 2014 316)
3.2 Outreach attendance will increase. (FY 2014 22,720)
3.3 Program attendees will by surveyed to ensure programs are meaningful, inclusive and useful to the community. 95% of those surveyed will indicate the programs attended are very good or excellent.
3.4 Program attendees will be surveyed and indicate what type of future programs they are interested in attending.
3.5 Library users will be surveyed annually to ensure collections reflect the diversity of the local community.
3.6 English Speakers of Other Languages (ESOL) collections will increase and reflect the diversity of the community.
3.7 Programs offered for English Speakers of Other Languages (ESOL) will increase. (FY 2014 1,242)
3.8 By December 31, 2016, attendance at programs for English Speakers of Other Languages (ESOL) will increase. (FY 2014 6,122)
3.9 By December 31, 2016, 95% of those surveyed will indicate they received, or were exposed to information pertaining to library services, resources and programs.
3.10 Community partnerships and collaborations will increase. (FY 2014 485)
3.11 Library program announcements, flyers, signage, etc. will be developed in multiple languages to reflect the diversity of the community.
3.12 Annually, press releases, media events, etc. pertaining to library services, programs, events and initiatives will increase. (FY 2014 133)
3.13 Engagement with users of B&ECPL’s system-level social media networks will increase. (Baseline to be set in 2015)

4. **RESOURCES** - Children, teens and adults will have engaging resources to satisfy their curiosity, explore topics of personal interest, and provide pleasurable reading, viewing, and listening experiences.

**Objectives:**

4.1 By December 31, 2016, 95% of those surveyed will indicate the materials being purchased for B&ECPL collections are very good or excellent.
4.2 By December 31, 2016, 95% of those surveyed will indicated they were able to find the materials they were looking for at their local library.
4.3 By December 31, 2016, 95% of those surveyed will indicate that if materials they were looking for were not available, they were advised of B&ECPL’s request system and/or Interlibrary Loan program.

4.4 By December 31, 2016, 95% of those surveyed will indicate they received the item(s) they requested in a timely fashion.

4.5 By December 31, 2015, 95% of those surveyed will indicate they found B&ECPL collections to reflect the diversity of the community.

4.6 English Speakers of Other Languages (ESOL) collections will increase and reflect the diversity of the community. (FY 2014 8,383)

4.7 Collections that reflect the diverse languages of the community will increase.

4.8 By December 31, 2016, database use will increase. (FY 2014 494,845)

4.9 By December 31, 2016 the number of subject guide sessions will increase. (FY 2014 11,428)

4.10 By December 31, 2016, 95% of those surveyed will indicate an awareness of the unique local history, genealogy and rare book materials available at the Central Library.

4.11 By December 31, 2016, 95% of those surveyed will indicate an awareness of the unique collections located throughout the B&ECPL.

4.12 Annually, genealogy and local history questions will increase. (FY 2014 17,485)

4.13 Annually, the number of registered library card holders will increase. (FY 2014 299,258)

4.14 Annually, total circulation will remain the same or increase. (FY 2014 7,397,296)

4.15 Annually, circulation of downloadable materials will increase. (FY 2014 541,171)

4.16 Annually, digital collections will increase. (FY 2014 14)

4.17 Annually, hits to the B&ECPL website will increase. (FY 2014 6,666,957)

5. SPACE – The library will be a welcoming physical & virtual environment.

Objectives:

5.1 By December 31, 2016, 95% of those surveyed will indicate they feel welcome and comfortable in their library.

5.2 Annually, of those surveyed, 95% will indicate they feel safe in their local library.

5.3 Quarterly, of those surveyed, 95% will indicate their local library is clean and well kept.
5.4 By December 31, 2016, 95% of those surveyed will indicate the B&ECPL website is easy or very easy to use.
5.5 Annually, hits to the B&ECPL website will increase. (FY 2014 6,666,957)
5.6 Annually, the number of registered library card holders will increase. (FY 2014 299,258)
5.7 Annually, the number of visitors to the Library will remain the same or increase. (FY 2014 3,345,904)
5.8 Annually, meeting room use will increase. (FY 2014 6,839)
5.9 By December 31, 2016, Rare Book Room exhibit visitors will increase. (Baseline to be set in 2015)
5.10 Annually, 95% of those surveyed will indicate that Rare Book exhibits are engaging and informative.