



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 be 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 indicate 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.