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TO: Plymouth District Library Board
RE: 2022 Objectives

DATE: December 21, 2021
FROM: Shauna Anderson, Director

The library's new Strategic Plan covers the next three years of library service. To help us move closer to our stated goals each year, the management team created a number of objectives for each of the goals outlined in the plan that we want to accomplish during the 2022 fiscal year. The status of proposed objectives will be reported at board meetings quarterly to ensure that the library is staying accountable to our commitments. Attached you will find the proposed 2022 objectives, and I will plan to present on them at the board meeting.

RESOLVED BY _____, SECONDED BY _____, TO APPROVE THE PROPOSED 2022 OBJECTIVES OF THE LIBRARY'S STRATEGIC PLAN, WHICH COVERS THE NEXT THREE YEARS OF LIBRARY SERVICE.

AYES_____

NAYS_____.

2022 OBJECTIVES

GOAL 1: Promote equity across our community and contribute to a welcoming, inclusive environment for all.

OBJECTIVE 1: Create and implement a set of benchmarks for collection diversity that selectors can use to analyze their collections and guide ordering going forward.

OBJECTIVE 2: Provide ongoing training opportunities for staff on topics related to equity, diversity, and inclusion. By the end of this year, staff in all departments will report an increase in their understanding of DEI issues and how it relates to their job.

GOAL 2: Increase awareness of library services and resources.

OBJECTIVE 3: Prototype, user test, and install a new website template by the end of this year. Testing will include accessibility analysis.

OBJECTIVE 4: Research options and design a patron onboarding system to help new cardholders or community members become active library users.

OBJECTIVE 5: Solidify the library's brand identity and create a style guide to support public communication efforts going forward.

GOAL 3: Connect with patrons across multiple environments, prototyping services that extend beyond books.

OBJECTIVE 6: Produce at least 10 different outdoor public programs throughout the year.

OBJECTIVE 7: Research and create a proposal for new "library of things" collections, including budget needs, processing guidelines, and circulation procedures.

OBJECTIVE 8: Write and submit a grant proposal to update the technology in our meeting rooms to allow for seamless zoom compatibility.

OBJECTIVE 9: Re-open the Creative Lab with regular access to at least 4 public programs and a variety of technology and tools for creative pursuits.

GOAL 4: Become a convening space in our community for shared dialog and action.

OBJECTIVE 10: Reconvene the Know Your Neighbor committee.

OBJECTIVE 11: Staff will select key organizations or community meetings to participate in as a library liaison.

GOAL 5: Establish benchmarks and formalize procedures in ways that increase organizational clarity and public transparency.

OBJECTIVE 12: A new annual employee evaluation process will be implemented by July 2022 to include job description updates, performance feedback, and professional development goals.

OBJECTIVE 13: Create and implement a new information management system for shared files, including information architecture, naming conventions, archiving, and retention policies.

OBJECTIVE 14: Revisit the library policy manual and employee handbook for updates.

OBJECTIVE 15: Re-work our financial system including workflow development, software implementation, and policy updates.