

Strategic Plan Team Meeting Minutes, 6/12/17

Team members: Teresa, Amy, Christa, Ashtan, Larry, Tim, Sarah

We met to prepare the progress report (dashboard) for the Board packet.

Strategic Focus: Programming

Christa reviewed the new programs offered this year. Staci reported they continue to focus on STEAM and literacy based programming. They are visiting the summer meal sites at AHS, and the Girls and Boys Club. They are providing tours to groups that visit the Fire Safety House and the YMCA is making weekly visits.

Strategic Focus: Space Improvements

Larry mentioned a need for startups to have office space on an as needed basis. We also discussed renovating the first floor after the Children's project is completed.

Strategic Focus: Collections

Tim reported on ongoing projects. He also mentioned that circulation of CDs is declining.

Strategic Focus: Community Awareness

Ashtan reported on meetings and events she has attended. She is posting our events on the Chamber website. Christa reported that Liz O. has presented 50 booktalks, and over 500 students have ecards.

Strategic Focus: Customer Service

Teresa said they hear good comments at Circulation and there are always families new to the area coming in for cards. They still hear concerns about walking into the building. Ashtan is responding to comment cards. We discussed where to advertise and if ALA or ILF are planning any publicity campaigns.

We discussed what the colors mean and the fact that all areas are a work in progress. Amy suggested changing the wording to clarify what each means.

Red: evaluating and will work on

Yellow: working toward target

Green: on target

ANDERSON PUBLIC LIBRARY

STRATEGIC PLAN

2016-2021

PROGRESS REPORT

JANUARY – June 2017

Mission Statement: Anderson Public Library informs, connects, engages, and empowers.

Dashboard Key

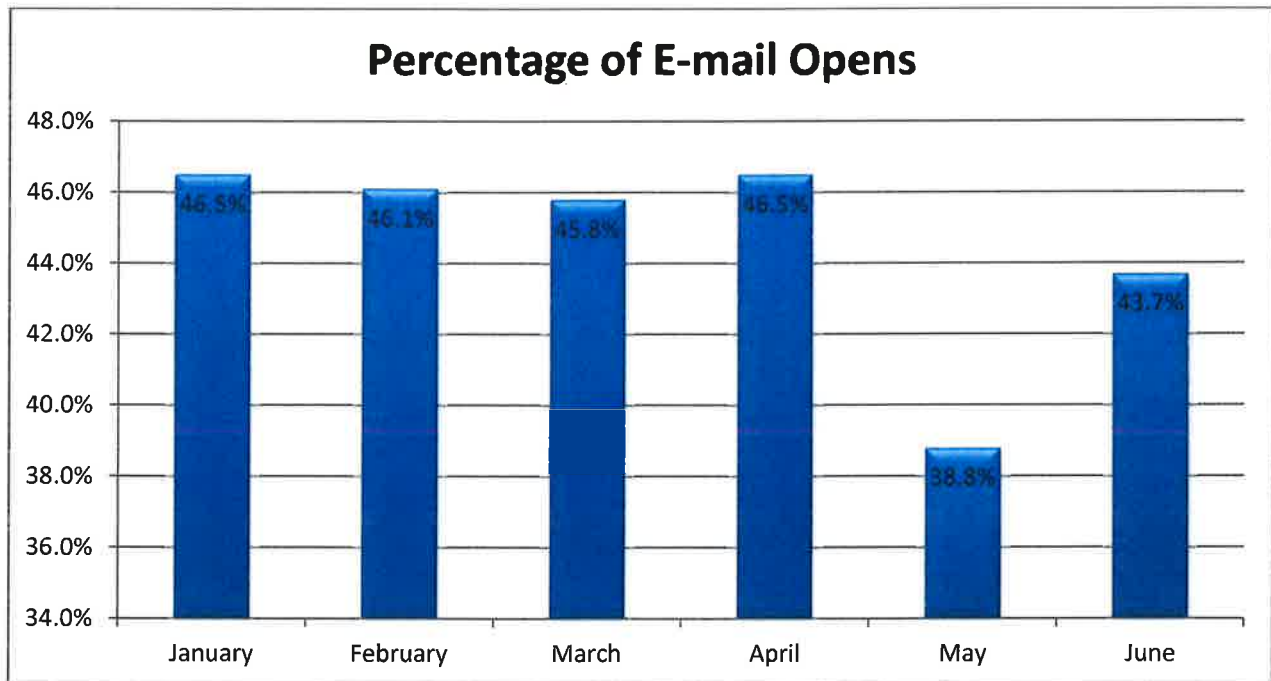
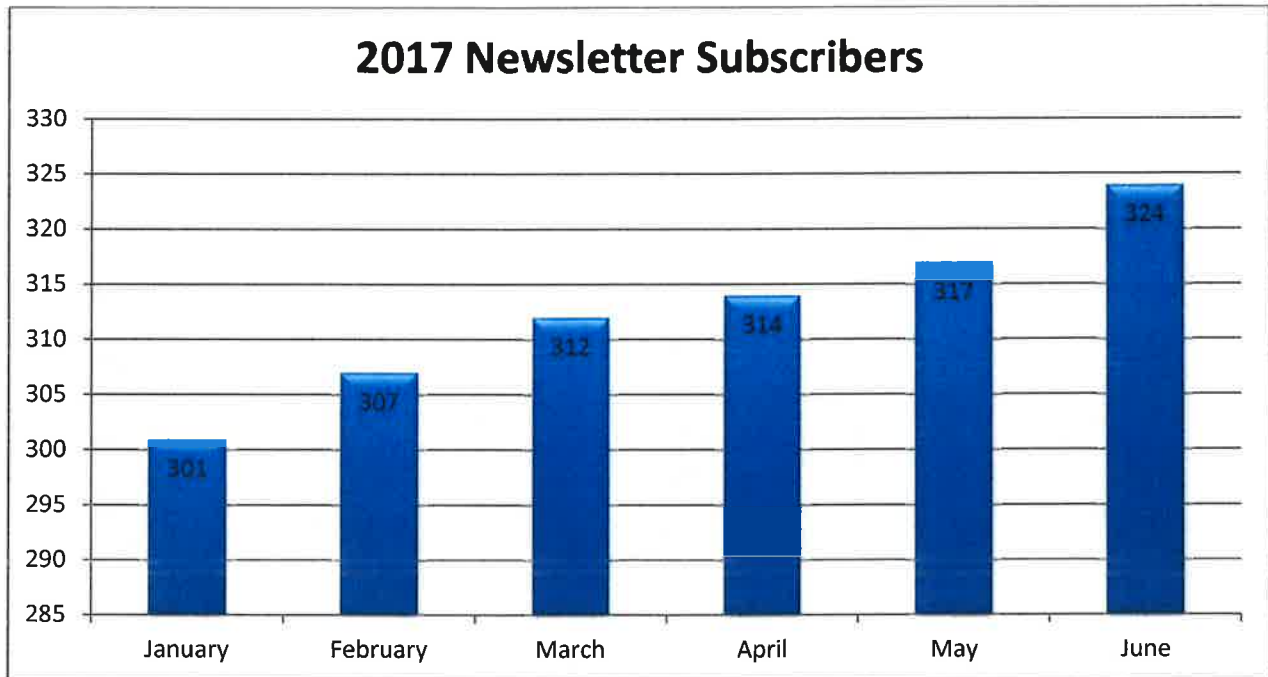
RED: Evaluating

YELLOW: Working toward target

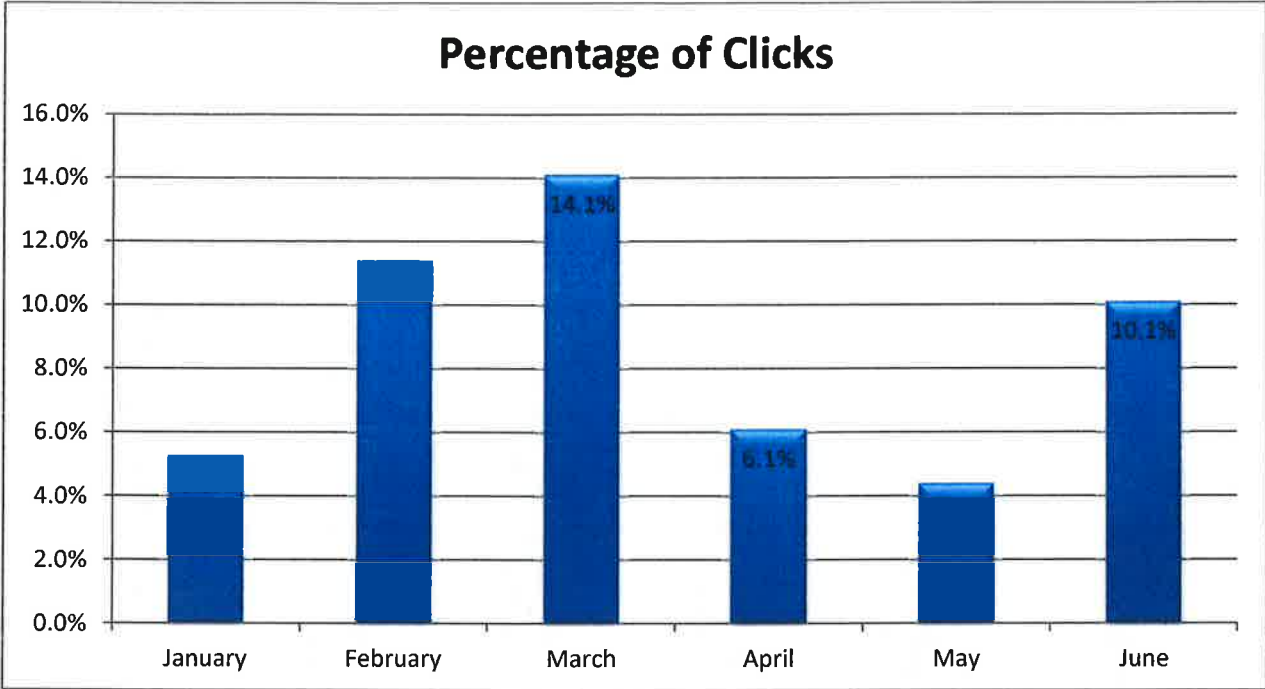
GREEN: On target

Strategic Focus	Outcome
Programming for All Ages	An increased number of delighted patrons provided with desirable programming delivered by enthusiastic staff and community partners
Space Improvements	Intuitive and welcoming spaces that invite and positively engage APL users
Collections	A highly circulating collection that meet the evolving needs and expectations of the community
Community Awareness	Library users who have a deep understanding of APL's offerings and a general public who has an improved appreciation of library services
Customer Service	APL is recognized as a warm and friendly place to visit by all of its citizens

2017 APL Newsletter Statistics



- Percentage of opens refers to the percent of subscribers that click on the e-mail newsletter to open and read the contents.



- Percentage of clicks refers to the percentage of subscribers who click a link in the newsletter that takes them to our webpage, the event calendar, or to directly register for an event.