

# Action Plan Template

**Project Title:** Increasing Program Attendance

**Project Description:** To design and evaluate library services **in a way that** creates opportunities and addresses needs in our community **so that** more people will benefit from the programs offered by their library.

**Project Goal:** Increase Adult Program Attendance by 5%

**Timeline:** March – November 2019

## Essential Factor #1: Create Programming Mission Statement

### Key Steps I Need to Take:

- Consult with Assistant Director and Adult Programmer about why we are doing programs
- Write draft
- Assistant Director and Adult Programmer review draft
- Decide where to use it
- Share with staff and board of Trustees

### Timeline:

Mid-may

### Key Team Members & Stakeholders I Need to Involve:

Staff, especially Assistant Director and Adult Programmer  
 Governance and Personnel Committee of Board of Trustees

### Resources I Need:

Time, paper, pen, computer, printer

#	Action Item	Owner	Due Date	Status
1	Meet w/Assist Dir & Adult Progrmr	Brooke	4/20/19	Verbal sumry
2	Write draft	Brooke	4/25/19	Not started
3	Asst Dir and Adult Prog rev & add	Jen, Brian	4/30/19	Not started
4	Review changes, rewrite	Brooke	5/06/19	Not started
5	Gov & Pers review & suggestions	Committee	5/09/19	Not started
6	Write final statement	Brooke	5/13/19	Not started
7	Share with board of Trustees	Brooke	5/17/19	Not started

**Essential Factor #2:**

Reach out to non-user groups, ask them to do a program at the library.

**Key Steps I Need to Take:**

- Brainstorm with staff about groups to contact, and possible programs that might appeal to them, and some that they could lead.
- Contact an identified non-user group in the community to do a program at the library that they would like.
- Run program; give participants evaluation sheet for feedback
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**Timeline:**

End of May or end of June, depending upon weather all programs are lined up for May

**Key Team Members & Stakeholders I Need to Involve:**

Staff, especially Adult Programmer and Assistant Director

**Resources I Need:**

Time, computer, printer, paper, mailing funds

#	Action Item	Owner	Due Date	Status
1	Staff brainstorm to identify non-user groups & possible programs they could do	Brian	4/25/19	Not started
2	Contact an identified non – user group & suggest a program or a meeting about a program they could do	Brian	5/01/19	Not started
3	Schedule program, do PR	Brain	5/16/19	Not started
4	Print out evaluation sheets	Brian	5/16/19	Not started
5	Run program; provide evaluation sheets to participants	Brian	5/05/19	Not started

**Essential Factor #3:** Provide staff with talking points

**Key Steps I Need to Take:**

- Ask Adult programmer to write talking points for programs (monthly)
- Review talking points with Adult Programmer. Identify what to emphasize in relation related to book titles patron checking out.
- Review at staff meeting.
- Put at desk.

**Timeline:**

End of April

**Key Team Members & Stakeholders I Need to Involve:**

Adult Programmer and Staff

**Resources I Need:**

Next month's schedule of programs, paper, pen, computer, printer

#	Action Item	Owner	Due Date	Status
1	Write draft of talking points	Brian	4/17/19	Not started
2	Review draft; discuss emphases	Brooke & Brian	4/19/19	Not started
3	Write final list	Brian	4/23/19	Not started
4	Review goals of this factor with staff, review programs and talking points	Brian	4/25/19	Not started
5	Put list at circulation desk	Brian	4/25/19	Not started