

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: Craft a Programming Mission Statement

Key Steps I Need to Take:

- **Fact Finding:** Read *Start with Why*
- **Fact Finding:** Look at sample programming mission statements for other libraries
- **Brainstorming:** Ask programmers for input
- **Updating:** Keep Board members in the loop

Timeline: finish before final plan due

Key Team Members & Stakeholders I Need to Involve: All programmers, Board of Trustees

Resources I Need:

#	Action Item	Owner	Due Date	Status
1	Read <i>Start with Why</i>	FH	4/12/19	
2	Look at sample statements	FH	4/12/19	
3	Ask programmers for input	FH	4/12/19	
4	Include update in Director's Report to the Board	FH	4/17/19	

Essential Factor #2: Reach out to non-user groups (to do programs or provide feedback)

Key Steps I Need to Take: Prepare surveys and

- Contact Wappingers Falls Historical Society (email survey to Joey Cavaccini, Town Historian and former Grinnell board member and schedule meeting)
- Contact Tompkins Mahopac Bank (email survey to Verna Belcastro, AVP and schedule meeting)
- Contact Railroad Club (email survey to Denny Evaul, Club President and Friend of Grinnell and schedule meeting)
- Contact Watercolor Club/Senior Center (email survey to Pam Herbst, member of Hyde Park Art Collective and schedule meeting)
- Contact local breweries: Cousins, Obercreek Farms (email survey and follow up in person when purchasing growlers)

Timeline:

Prepare surveys to distribute to target groups (above) and have available at the Library Booth at Festival of the Falls (June 8, 2019)

Key Team Members & Stakeholders I Need to Involve: programming staff, Board of Trustees, who may have additional suggestions

Resources I Need: surveys to do programs and to provide feedback on programs. Growlers to motivate programmers

#	Action Item	Owner	Due Date	Status
	contact Wappingers Falls Historical Society	FH	5/1/19	
	contact Tompkins Mahopac Bank	FH	5/1/19	
	contact Railroad Club	FH	5/1/19	
	contact Watercolor Club/Senior Center	FH	5/1/19	
	contact local breweries	FH	5/1/19	
	include update in Director's Report to the Board	FH	5/15/19	

Essential Factor #3: Create talking points for staff

Key Steps I Need to Take:

- Share programming mission statement at Quarterly All Staff Meeting
- Include programming mission statement on print and online programming calendar
- Ask programmers to come up with talking points

Timeline:

Key Team Members & Stakeholders I Need to Involve: All Staff

Resources I Need: Chocolate to motivate staff

#	Action Item	Owner	Due Date	Status
	share statement at All Staff meeting	FH	6/21/19	
	include statement on print and online calendars	CM	6/30/19	
	include update in Director's Report to the Board	FH	6/19/19	