

Action Plan

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: Developing a Programming Mission Statement

Key Steps I Need to Take:

- Write a draft mission statement
- Share the draft with staff for comments/suggested improvements
- Revise if necessary
- Begin to publish on program advertisements, website, facebook, etc.
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Timeline: Begin work now, plan to finish by May

Key Team Members & Stakeholders I Need to Involve: Myself, Teen Librarian, Children's Librarian (all those who do program planning)

Resources I Need: Time

#	Action Item	Owner	Due Date	Status
1	Write draft statement	AnnaLee	April 16	
2	Share draft with staff	AnnaLee	April 16	
3	Revise & begin publishing	AnnaLee	May 1	

Essential Factor #2: Developing Talking Points for Staff

Key Steps I Need to Take:

- Use the newly developed mission statement as a starting place for drafting points
- Once a draft version is complete, share with staff for input/feedback
- Revise/update if necessary
- Once points are finalized, meet with staff to go over the mission & talking points
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Timeline: Begin once mission statement is complete in early May, complete by early June

Key Team Members & Stakeholders I Need to Involve: All library staff

Resources I Need: Time

#	Action Item	Owner	Due Date	Status
1	Write draft talking points	AnnaLee	May 15	
2	Share draft with staff	AnnaLee	May 15	
3	Revise & present to staff	AnnaLee	June 4	

Essential Factor #3: Reaching Out to Non-User Groups (to do programs, or provide feedback)

Key Steps I Need to Take:

- Identify groups to reach out to
- Write a survey to use at meetings/in conversation with groups
- Schedule staff to attend meetings/perform outreach
- Make visits
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Timeline: Identify groups and draft survey in early/mid-June. Begin scheduling meetings by late June, once mission statement and talking points are prepared and shared among staff

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

Resources I Need: Time, staff

#	Action Item	Owner	Due Date	Status
1	Identify groups to reach	AnnaLee	June 11	
2	Write draft survey/share	AnnaLee	June 11	
3	Revise/update survey	AnnaLee	June 18	
4	Begin scheduling visits	AnnaLee	June 25	