

# Action Plan Template

**Project Title:** Increasing Program Attendance – Mahopac Public Library

**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: Programming Mission Statement

### Key Steps I Need to Take:

- Speak to programming staff
- Create draft statement
- Get input from programming staff
- Prepare final statement
- Share with staff and the Board
- Include the statement in print and electronic communications

### Timeline:

May

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

Debi, Joan, Gail, Simona, and Paul

### Resources I Need:

### Time

#	Action Item	Owner	Due Date	Status
1	Speak to programming staff	Michele	April 30	In Progress
2	Create draft statement	Michele/Debi	May 15	
3	Programming staff input	Michele	May 16-17	
4	Draft final statement	Michele/Debi	May 20-22	
5	Share with Staff and Board	Michele	May 23-25	

## Essential Factor #2: Reaching Out to Non-User Groups

### Key Steps I Need to Take:

- Identify key non-user groups
- Craft message
- Meet with key members of the groups
- Evaluate and decide the ideas to implement
- Plan and reserent programming

### Timeline:

June/July

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

Debi

### Resources I Need:

Time

#	Action Item	Owner	Due Date	Status
1	Identify key non-user groups	Debi/Michele	June	
2	Craft message	Debi/Michele	June	
3	Meet with Key members	Debi/Michele	June/July	
4	Evaluate ideas	Debi/Michele	June/July	
5	Plan programming	It depends...	July	

**Essential Factor #3: Talking Points for staff**

**Key Steps I Need to Take:**

- Meet with programming staff about what we want to target
- Establish a process for disseminating Information
- Inform staff of the process and answer questions
- Review programming mission statement

**Timeline:**  
**August/September**

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

**Programming staff**

**Resources I Need:**  
**Time**

#	Action Item	Owner	Due Date	Status
1	Meet with programming staff	Michele	August	
2	Establish a process	Michele/Staff	August/Sept	
3	Inform staff/review mission statement	Michele	August/Sept	