

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: Programming Mission Statement

Key Steps I Need to Take:

- Talk to Amy, Paul, Renee re: why we do programming.
- Write something to become first paragraph of new Programming Policy.
- Submit to Beth and Amy (BOT Policy Cte)
- Present finished document at staff meeting.
- Post abbreviated version on every flyer for a time.

Timeline:

April and May

Key Team Members & Stakeholders I Need to Involve:

Paul, Amy

Resources I Need:

time

#	Action Item	Owner	Due Date	Status
1	Gather thoughts	Dawn	April 4	
2	Write paragraph	Dawn	April 4	
3	Submit as part of policy	Dawn	April 4	
4	Present to staff	Dawn	May 21	
5	Include on flyers	Amy	June 1st	

Essential Factor #2: Reach out to non-user groups with service survey

Key Steps I Need to Take:

- Identify groups
- Create/modify survey
- Schedule and attend meetings
- Plan program
- Present program and evaluate

Timeline:

May

Key Team Members & Stakeholders I Need to Involve:

Paul – Elks

Amy – VFW

Me - Firemen

Resources I Need:

Time, survey

#	Action Item	Owner	Due Date	Status
1	Talk to Amy and Paul	Dawn	3/29	done
2	Create survey	Dawn	4/2	
3	Schedule mtgs	All	4/31	
4	Plan program/s	All	5/31	
5	Implement	All	8/31	

Essential Factor #3: Talking points for desk staff

Key Steps I Need to Take:

- Identify several key adult programs to promote
- Write descriptions and one-liners for main desk
- Add tracker to upstairs daily log
- Evaluate results, including “where did I hear about this program?”
-

Timeline:

May-August

Key Team Members & Stakeholders I Need to Involve:

Paul and Amy

Resources I Need:

Time.

#	Action Item	Owner	Due Date	Status
1	Identify programs	Amy	5/15	
2	Write descriptions	Amy	5/31	
3	Change log	Paul	May staff mtg	
4	Evaluate results	Dawn	August 31	