

Port Washington Public Library Strategic Plan 2006

Goals and objectives for the next five years

Lifelong Learning

Goal 1: The Port Washington Public Library will be a center for life-long learners, providing opportunities for personal growth and development.

Objective 1a: The Library will increase its offerings in the humanities by 2 series per year.

Activities:

- Facilitate informal humanities-based discussion groups on topics of interest to the community
- Offer at least one college extension course each year
- Develop a Distinguished Lecturer series

Objective 1b: Community members will have increased opportunities to share their experiences and learn from one another.

Activities:

- The library's Program Coordinator will create a discussion series for baby boomers seeking new options for retirement
- The library will seek to partner with other agencies to investigate volunteer opportunities and serve as a clearinghouse for this information
- Develop an annual expert-in-residence program
- Provide opportunities for intergenerational learning

Objective 1c: Expand the Family Place Library program.

Activities:

- Increase the number of families participating in the Parent-Child Home Program from 12 to 15 by FY 2007
- Implement Library Links, an outreach program that connects nannies and others who care for children to services available to them at the Library to aid early literacy development.

Serving New and Changing Populations [Or: Serving a Changing Community]

Goal 2: Residents of Port Washington will benefit from the Library's efforts to reach out to all segments of the community, respond to its changing needs, and encourage cultural exchange.

Objective 2a: The Library will continue its offerings of multicultural programs and enhance services in this area.

Activities:

- Continue to provide a wide range of multicultural programs for all age groups library wide
- Increase the number of foreign language materials in the library's collections
- Translate library publicity materials into other languages
- Provide a means for translating the library's website into other languages

Objective 2b: The Library will reach out to under-served and un-served populations in the community.

Activities:

- As part of the library's Reference Services, develop a job and career center
- Partner with other agencies in the community to promote library services
- Continue to support staff training on a wide variety of Library-related topics
- Support staff participation in language classes
- Hire or develop a bilingual (Spanish-English) librarian
- Provide cultural sensitivity training for staff

Objective 2c: The Library will investigate new technologies and service models that best meet the community's needs for information, education, and recreation in this fast-paced environment.

Activities:

- Implement e-mail notification for the public
- Implement a system for accepting payments for fines and fees via debit and credit cards
- Implement online program registration
- Provide downloadable audiobooks, music, and videos for the public
- Provide and promote enhanced services for the local business community such as small business seminars
- Provide and promote enhanced services for people with disabilities, including the LI Talking Book Library, Homebound services, and additional adaptive services
- Provide access to the Library's special collections in digital format

Library Communications and Marketing

Goal 3: Broaden communications with the public and other Port Washington organizations to encourage active Library / community dialog.

Objective 3a: The Library will provide more information for the community via a range of technologies.

Activities:

- Investigate an online community calendar
- Redesign the Library's website to make it an enhanced communication and marketing tool
- Develop blogs for children, teens and adults
- Investigate the feasibility of providing an electronic informational kiosk for the lobby

Objective 3b: The Library will seek opportunities to market its services and resources to the community at all levels and in a variety of ways.

Activities:

- Evaluate present means of communication, including the Library's newsletter
- Promote high level reading/viewing/listening advisory services to the public library-wide
- Implement e-mail notification regarding programs and services and target specific groups regarding services and resources that will interest them
- Provide more marketing materials in Spanish and other languages
- Tie into system-wide marketing strategies currently under development to promote library databases