

2016 Appleton Public Library Objectives

SECTION OBJECTIVES

The following framework was developed by the Director and Assistant Director to inform the objectives process:

Purpose:

To create tangible and preferably measurable objectives for each Section to accomplish in the next 3 years.

- Objectives must specifically support APL's Strategic Plan.
- Objectives will be used to build goals for staff every spring.
- Objectives will be reviewed on an annual basis.
- Objectives will be used to set a course forward towards 21st Century Library Services.

Section Meetings

- Series of 3 meetings with each Section
- First Meeting
 - Before meeting, Supervisors will ask staff to think about what their focus should be in the next 3 years – there should be no concern at this point whether it is measurable or not
 - At meeting, section staff will brainstorm together, offering ideas of what their various areas of focus should be
 - Ideas will be typed up and shared with group
- Second Meeting
 - Before meeting, staff should review brainstormed ideas
 - At meeting, section staff will refine the ideas down to themes and work to make them measurable and obtainable. Larger ideas will be fit to the timeframe and broken into smaller steps.
 - Draft objectives will be typed up and shared with group and with Colleen
- Third Meeting
 - Before meeting, staff should review draft objectives
 - At meeting, discussion about whether anything needs to be added. If so, it should be written at this meeting.
 - Colleen's input will be incorporated into the objectives at this meeting.
 - Time frame will be the focus at this meeting, making sure that the objectives span the entire time, rather than being grouped at the beginning or end.

Communication

Using Slack as a collaborative space, all of the brainstormed ideas and drafts from the sections will be shared with the Supervisor Team

This should be used to inspire new collaborations across Sections, shared objectives that will strengthen the library's approach, and create an understanding of how projects bridge different areas of the library.

Using the Objectives

- Objectives will be used as the basis for goals for 2016.
- Objectives could be a part of a 2016 staff meeting so that all sections understand the focus moving forward.
- Objectives will be used with new staff to have them more easily understand the focus of their section.

Evaluation and Review

Objectives will be reviewed annually and the process will be repeated with review as the first step and then incorporation of new ideas and approaches.

The goal is to have a living document that is flexible to allow for new opportunities and offers a foundation from which to build new services and programs

ADMINISTRATION

Marketing and Communication

In 2016, finalize a Comprehensive Marketing Plan.

In 2017, focus on improving internal communications for both the library itself and its governing bodies.

In 2018, review and update the Comprehensive Marketing Plan with input from the Board of Trustees on the strategic direction of the library.

Collaboration

In 2016, facilitate connections with community organizations, regional libraries and other resources.

In 2017, maximize the use of volunteers and other in-house resources.

In 2018, review and identify needs and opportunities in the community, refocusing the use of in-house resources and connections.

Sustainable Organization

In 2016, streamline the Friends of the Appleton Library granting process.

In 2017, incorporate information and results from system and state studies into library policies and operations.

In 2018, review internal measures for safety and security.

CHILDREN'S SERVICES

Improved Services

Focus on underserved populations

In 2016, Children's Services staff will identify populations who are being underserved, including assessing if there are internal processes that may be inadvertently creating barriers.

In 2017, Children's Services staff will develop ways to reach those populations and remove identified barriers from service.

In 2018, Children's Services staff will evaluate progress to reaching underserved populations, examine changes in demographics, and assess new ways to reach populations.

Social and emotional focus

In 2016, Children's Services staff will receive training on incorporating social and emotional aspects in children's programming and services.

In 2017, Children's Services staff will implement social and emotional aspects into their programs and services.

In 2018, Children's Services staff examine the success of implementing social and emotional aspects into their programs and services and recommend changes moving forward.

Technology and Maker

Implement a makerspace

In 2016, Children's Services will work to define and set a scope for a pop-up makerspace.

In 2017, Children's Services will implement the makerspace, tracking usage of equipment to inform future development.

In 2018, Children's Services will examine the success of the pop-up makerspace and recommend changes moving forward.

Implement online summer library program

In 2016, the Summer Library Program will incorporate READSquared, an online platform.

In 2017, the marketing and implementation of READSquared will be reviewed and adjusted as needed.

In 2018, Children's Services staff will review the success of READSquared for number of participants, ongoing costs, and public reaction.

Media mentorship

In 2016, Children's Services staff will review resources and research on the appropriate use of technology and apps with children of various ages.

In 2017, Children's Services staff will build an app collection that will be integrated into programs and services throughout the Section.

In 2018, Children's Services staff will all be trained in the appropriate use and modeling of using apps and technology with children. All staff will be expected to answer apps and technology questions as they do those for physical materials.

Collaboration

Increase collaboration with non-profits

In 2016, Children's Services staff will identify new opportunities for collaboration with organizations in the community with an emphasis on showing the library in a different and modern light.

In 2017, Children's Services staff will engage in new opportunities for collaboration which show the public the new, modern APL.

In 2018, Children's Services staff will review these new collaborations and identify further opportunities to explore.

Build relationships with existing partners

In 2016, Children's Services staff will work with partners in Appleton Ready to Read to encourage referrals to APL.

In 2017, Children's Services staff will work with clinics and physicians in the Reach Out and Read program to encourage referrals to APL.

In 2018, Children's Services staff will review progress made towards referrals becoming a more natural part of our partnership with clinics and organizations.

COMMUNITY PARTNERSHIPS

Engagement

Meet new adults where they are:

In 2016, the Community Partnerships supervisor and staff utilize Sierra in the Wild.

In 2017, Community Partnerships staff will explore and implement additional passive programs for new adults, offering and encouraging additional participation in library offerings.

In 2018, Community Partnerships staff will explore and implement Programs in a Box, a way for families and new adults to participate in library programming without attending a fixed program.

Focus on collaborations:

In 2016, the Community Partnerships supervisor will work on a template for various degrees of collaboration with an organization, identifying the library's role as well as the organization's, to foster better communication and clearer structure.

In 2017, the Community Partnerships supervisor will work with staff to evaluate collaborations with organizations.

In 2018, the Community Partnerships supervisor will review and evaluate template for effectiveness.

Implement Pro-Active Customer Service:

In 2016, Community Partnerships Staff will draft a plan to create additional flexibility and mobility for service on the Second Floor and Reference Desk.

In 2017, Community Partnerships Staff will work with Network Services and OWLS to draft a recommendation for technology to use in testing options for more mobile staff.

In 2018, Community Partnerships Staff will finish testing options for flexible and mobile staff and pilot a recommended technology and new service plan at the Reference Desk.

Diversity

Explore Multicultural Opportunities:

In 2016, Community Partnerships staff will enhance the Hispanic and Asian heritage events at the library.

In 2017, the Community Partnerships supervisor will form a strong connection with the overall diversity community in the Fox Cities.

In 2018, these events will be examined for community impact, including intentional communication with members of these communities for enhancements and changes.

Increase Intergenerational Offerings and Opportunities:

In 2016, Community Partnerships staff will work with Marketing to implement ways for patrons to better identify intergenerational programs on our website and in print collateral.

In 2017, Community Partnerships staff will evaluate the success of intergenerational programs.

In 2018, Community Partnerships staff will strengthen intergenerational programming.

Comprehensively Address Homelessness and Poverty:

In 2016, Community Partnerships staff will identify organizations and community efforts to allow APL to better address the needs of people experiencing homelessness and poverty in our community.

In 2017, Community Partnerships will work with the identified organizations and efforts to adapt and inform APL's response to this community need.

In 2018, Community Partnerships will implement their new approaches to work with patrons experiencing homelessness and poverty.

E-Branch**Continue Digitization of Local History Materials:**

In 2016, the Local History Librarian will identify opportunities for additional digitization.

In 2017, Community Partnerships will digitize at least one additional item.

In 2018, Community Partnerships will explore a more visual interface to the digital collections.

Design and Implement a Makerspace:

In 2016, Community Partnerships will work to define and set a scope for a pop-up makerspace.

In 2017, Community Partnerships will implement the makerspace.

In 2018, Community Partnerships will examine the success of the pop-up makerspace and recommend changes moving forward.

Implement Online Updates:

In 2016, the Summer Library Program will incorporate READSquared, an online platform.

In 2017, on-demand printing of tax forms will be explored as an alternative or in addition to paper forms.

In 2018, a new platform for local databases will be explored and implemented.

MATERIALS MANAGEMENT - TECH

Workflow and Cross-Training

Deliveries and volunteer workflow:

In 2016, the Materials Management Supervisor will work with Admin to ensure that volunteer badges function consistently on the Tech door.

In 2017, the Technical Services staff will review their physical space for its impact on workflow as part of the installation of new furniture and cubicles.

In 2018, the Materials Management Supervisor will work with Admin to explore the option of a buzzer for the Tech door to allow remote unlocking.

Staff workflow:

In 2016, the Technical Services Staff will map and review their current workflow, including identifying areas of inefficiency to be addressed.

In 2017, the Technical Services Staff will draft recommendations for automating more of their workflow.

In 2018, the Materials Management Supervisor will work with OWLS and Admin to review the cataloging workflow between the two organizations.

Cross-training:

In 2016, the Technical Services Staff will map the flow of materials in their Section.

In 2017, the Materials Management Supervisor will create cross-training opportunities for members of the Technical Services Staff.

In 2018, the Technical Services Staff will review the cross-training and implement further training as needed.

Collections:

In 2016, the Materials Management Supervisor will work with supervisors of other sections to identify collections that need reorganization or other attention.

In 2017, the Materials Management Supervisor will create work plans to address these identified needs.

In 2018, the Materials Management Supervisor will work with section staff to put work plans into action.

Bib Records and Authority Work

Addressing authority issues in the catalog:

In 2016, the Catalogers will explore companies who work on authority issues and get pricing information.

In 2017, the Catalogers will map their current authority workflow.

In 2018, the Catalogers will present recommendations to OWLS and APL on how to improve authority issues in the catalog.

Improving bib records:

In 2016, the Catalogers will review the criteria for “good” bib records and communicate that to the Acquisitions Staff to allow them to better select and/or enhance bib records.

In 2017, the Technical Services Staff will review the use of load tables and global updates to address poor bib records in the catalog.

In 2018, the Technical Services Staff will implement additional tools to improve bib records in the catalog.

MATERIALS MANAGEMENT – RETURNS

Disc Repair:

In 2016, Returns Staff will work with their supervisors to draft a procedure to better identify when to repair discs from other libraries.

In 2017, the Materials Management Supervisor will review new machines for disc repair and recommend potential purchases to address workflow issues.

In 2018, APL will work with OWLSNet to address disc repair issues of system materials.

Shelving:

In 2016, Returns Staff will identify physical shelving issues, focusing on how to positively impact patron experience in the library.

In 2017, the Materials Management Supervisor will work with staff to create a plan to prioritize and address shelving issues with an emphasis on low-cost and high-impact solutions that directly improve customer experience.

In 2018, Administration and Materials Management will work together to examine larger shelving issues and how they can be addressed.

NETWORK SERVICES

Equipment:

During 2016, the library's wifi system will be upgraded to allow better service to our patrons using technology.

By 2017, the library's staff and public computers will be upgraded to Windows 10.

By 2018, the library's meeting room equipment will be updated, including the LED projector and the sound system.

Innovation:

By the end of 2016, wireless printing will be expanded to laptops and devices brought in by patrons.

By 2017, the Technology Committee will explore mobile computing trends and changes, including the creation of a mobile-friendly website.

By 2018, a survey of public computing, including number of computers and layout of work areas will be completed with recommendations for updates.

Supporting Staff:

By the end of 2016, an online help desk system will be explored and potentially implemented to track help desk jobs.

By 2017, the library's staff will be trained to use Windows 10.

By 2018, the Network Services Staff will expand training for new and existing staff.

OPERATIONS

Facility

Streamline meeting room set up

In 2016, Business Manager will work with Section Supervisors and Administrative Assistant to create standards for entries in Evanced, including potentially more meeting room set ups to choose from.

In 2017, hold staff training in sections to instruct staff on the new expectations for booking meeting rooms.

In 2018, Business Manager will meet with Operations Staff and Section Supervisors to review any issues or changes needed to the standards.

Review equipment and safety needs

In 2016, Operations Staff will work to identify equipment needs, and price and prioritize them into a recommendation.

In 2017, Business Manager will implement the recommendation.

In 2018, Operations Staff will review recommendations and update as needed.

Review winter processes

In 2016, Operations Staff will identify issues that arise with winter, including snow removal, air handlers and the catwalk.

In 2017, Business Manager and Operations Staff will find solutions to issues identified in the previous year and begin to implement solutions.

In 2018, Business Manager will fully implement solutions.

Services to Patrons

Handling difficult situations

In 2016, Operations Staff will receive training in working with children.

In 2017, Operations Staff will identify a more private way to communicate between one another and with the LiC in difficult situations with patrons.

In 2018, Operations Staff will identify any additional training which would help with their handling situations.

PUBLIC SERVICES

Improve Equipment and Services

Accept debit and credit cards for fines and printing

In 2016, Public Services Supervisor will work with City Finance Department to better understand implementation timeline and express APL's interest in taking debit and credit cards

In 2016, Public Services Supervisor will work with OWLS staff and Network Services to identify and remedy any issues with accepting credit cards in Sierra and other services

During 2017, Public Services Supervisor will actively monitor the progress of credit and debit cards in the City, working with both the City and OWLS to promptly implement the service once available

By 2018, Public Services will accept debit and credit cards for fines, printing and other applicable services

Improve consistency in training on equipment and technology

In 2016, Public Services Supervisor will identify needs for additional or supporting training for staff on equipment and technology, including a clear list of expectations for staff to meet in the coming years

In 2017, all staff working public desks will be expected to attend training on equipment, both old and new, to improve their ability to help patrons

By 2018, all staff working public desks will be able to help patrons on all equipment and technology at a basic level with specific staff identified as those who are experts on a given piece of technology or equipment

Improve phone system

In 2016, Public Services Supervisor will work with library staff to survey all issues with phones at APL service desks

In 2017, Public Services Supervisor will work with City IT to create a timeline for implementation of fixes for issues identified in survey

By 2018, service desk phones will be user-friendly for patrons, resulting in better customer service

Inclusive Services

Focus on diversity and language skills in staffing and training

In 2016, Public Services Staff will be trained on websites for translation to use at the service desk with non-English speakers

In 2017, Public Services Supervisor will work with City HR to develop approaches to hiring which will allow the Public Services Section to have necessary language skills as well as better represent the community we serve

In 2018, Public Services will develop a services plan that will focus on better service to diverse populations in our community

Select materials to support and appeal to diverse populations in our community

In 2016, Public Services Staff will work with Materials Management to identify collection needs to better serve our diverse community

In 2017, Public Services Staff will use the collection needs as a guide for purchasing as well as building new collections for adults

In 2018, Public Services Staff will work with Materials Management to update the collection needs and use the updated needs as a guide for further collection development

Increase diversity training for Public Services Staff

In 2016, Public Services Staff will identify opportunities for growth in understanding our diverse community

In 2016, one member of the Public Services Staff will serve on the Staff Training Committee and share these identified needs as potential trainings for all staff

In 2017, benefitted Public Services Staff will attend at least one training that is focused on a diverse population

In 2018, Public Services Staff will update the opportunities list and use it to create training both for the entire staff and the section

Staff Mobility and Flexibility

Explore technology to mobilize staff

In 2016, Public Services Staff will draft a plan to create additional flexibility and mobility for desk staff, including the Information and Circulation Desks

In 2017, Public Services Staff will work with Network Services and OWLS to draft a recommendation for technology to use in testing options for more mobile staff

In 2018, Public Services Staff will finish testing options for mobile staff and will implement a recommended technology at both the Circulation and Information Desks

Examine new ways to position service desks to better serve patrons

In 2016, the Public Services Supervisor will work with the Administration and the Business Manager to propose changes to the circulation service model

In 2017, the Circulation Desk and Self Checks will be reconfigured to create a flexible space that is more welcoming for patrons with an emphasis on low-cost solutions

By 2018, Public Services Staff will be out from behind the service desk they are working for 25% of their shift

Explore ways to support outreach to the community

In 2016, Public Services Staff receive training on the implementation of Sierra in the Wild

In 2017, Public Services Staff will provide circulation and library card help to outreach staff who are working large events

In 2018, Public Services Staff will expand the number of events where they provide circulation and library card help by 50%