

## **2018 Appleton Public Library Objectives**

### **Hub of Learning and Literacy**

Increase satisfaction with library online services from 82% somewhat satisfied or higher in 2017 to 90% by 2021 on the biennial patron survey.

Increase satisfaction with customer service from 92% somewhat satisfied or higher in 2017 to 95% by 2021 on the biennial patron survey.

### **Collaborative Environment**

Increase satisfaction of public meeting room users on biennial patron survey from 53% somewhat satisfied or higher in 2017 to 65% by 2021.

### **The Future: Children and Teens**

Maintain satisfaction with children's programs on the biennial patron survey at 2017 level of 95% or higher while increasing those who rate the programs at excellent or very good.

Increase satisfaction with teen programs back up to the 99% rate of good or higher that had been the standard for previous years by 2021.

### **Creation and Innovation**

Increase satisfaction rates on the biennial patron survey with library technology offerings, including online services, public computers and the library website from 72% somewhat satisfied or higher in 2017 to 80% by 2021.

### **Engaged and Sustainable Organization**

Increase safety satisfaction rate on the biennial patron survey from 69% somewhat satisfied or higher in 2017 to 80% by 2021.

### **Enriched Entertainment**

Increase satisfaction with library materials from 90% somewhat satisfied or higher in 2017 to 95% by 2021.

### **Specialized Services and Programs**

For adult programs, maintain satisfaction at 2017 level of 98% of good or higher on the biennial patron survey by 2021.

*Amended 12/13/17*