

PROPOSED CHANGES TO STRATEGIC PLAN (2008-2012)
(Per Recommendations of Strategic Planning Taskforce)

Goal 1: Young children (birth through age five) will have the resources and opportunities they need to start school ready to learn to read, to write, and to listen.

OBJECTIVES

- 1.1 Annually, at least 35,000 people will participate in a library sponsored or co-sponsored early literacy program or event designed to promote the library's resources for young children.
- 1.2 Annually, at least 25 Early Literacy classes will be offered to parents and caregivers in English and Spanish.
- 1.3 By 2012, the annual circulation of picture books and board books will increase from 157,889 (2007) to 300,000. (90% increase)
- 1.4 By 2012, the circulation of Spanish picture books and board books will increase from 11,638 (2007) to 75,000. (644% increase)
- 1.5 By 2012, a minimum of 75% of parents and caregivers of young children surveyed will indicate the library's services and spaces for young children are very good or excellent.
- 1.6 By 2012, a minimum of 75% of parents and caregivers of young children surveyed will indicate they read with their child 20 minutes a day.

Goal 2: Children (age six through twelve) will enjoy materials and programs that stimulate their imaginations and provide pleasurable reading, viewing, and listening experiences.

OBJECTIVES

- 2.1 Annually, a minimum of 60,000 people will attend a library sponsored or co-sponsored program designed to stimulate their imagination of children (age six through 12).
- 2.2 Annually, at least 9,000 children will participate in the Summer Reading Program.
- 2.3 By 2012, the annual circulation of children's fiction will increase from 95,809 (2007) to 250,000. (139% increase)
- 2.4 By 2012, the annual circulation of children's media will increase from 121,827 (2007) to 250,000. (105% increase)
- 2.5 By 2012, the annual circulation of children's non-fiction will be at least 75,000.
- 2.6 Annually, a minimum of 70% of children surveyed will indicate staff were helpful in finding something good to read, listen to, or view at the library.

Goal 3: Adults will enjoy materials and programs that stimulate their imaginations and provide pleasurable reading, viewing, and listening experiences.

OBJECTIVES

- 3.1 Annually, a minimum of 5,000 people will participate in library sponsored or co-sponsored program.
- 3.2 By 2012, the annual circulation of adult fiction will increase from 222,942 (2007) to 300,000.
- 3.3 In 2012, the annual circulation of adult media will be at least 500,000.
- 3.4 By 2012, the annual circulation of adult materials in Spanish will increase from 31,418 (2007) to 90,000.
- 3.5 By 2012, at least 80% of adult cardholders will have an active library card.
- 3.6 Annually, a minimum of 70% of adults surveyed will indicate staff were helpful in finding something good to read, listen to, or view at the library.
- 3.7 Annually, a minimum of 70% of adults who attended a library sponsored or co-sponsored program will evaluate the program as very good or excellent.

Goal 4: Teens (age thirteen through seventeen) will have materials and programs that respond to their current interests and provide pleasurable reading, viewing, and listening experiences.

OBJECTIVES

- 4.1 By 2012, the annual circulation of young adult fiction will increase from 61,450 (2007) to 100,000. (62% increase)
- 4.2 By 2012, at least 80% of teen cardholders will have an active library card.
- 4.3 By 2012, a minimum of 70% of teens participating in a library sponsored or co-sponsored program will evaluate the program as very good or excellent.

Goal 5: Adults will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

OBJECTIVES

- 5.1 In 2012, the annual circulation of adult non-fiction will be at least 200,000.
- 5.2 Annually, a minimum of 70% of adults surveyed will indicate staff were helpful in finding information or materials to explore a topic of personal interest.

- 5.3 Annually, a minimum of 70% of adults surveyed who were looking for information or materials to explore a topic of personal interest will indicate the library's collection was very good or excellent.

Goal 6: Everyone will have high-speed access to the ever-growing resources and services available through the Internet.

OBJECTIVES

- 6.1 By 2012, the number of sessions on library-provided computers will increase from 265,349 to 350,000.
- 6.2 By 2012, a minimum of 80% of the people who access the Internet on a library-provided computer will indicate that the Library's Internet service was very good or excellent.
- 6.3 By 2012, the number of unique visits to midcolumbialibraries.org will increase from 107,861 (2007) to 500,000.
- 6.4 Annually, at least 25 technology literacy classes will be offered to adults in English and Spanish.