

Alameda Free Library

**STRATEGIC PLAN, 2009-2014**  
**Updated 2014-2019**

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## **Introduction**

What follows is a proposed update by the Alameda Library Board to the Library Strategic Plan originally developed in 2009. The original strategic plan was developed through a comprehensive planning process that involved both board members as well as other community stakeholders. This document was always intended to be a “living” document that identified a set of key overarching goals as well as objectives and activities that would change over time. It is in this spirit that an evaluation of the progress made in realizing the goals of the strategic plan was undertaken by the Board. In light of progress made and current context for library operations and opportunities to meet the community’s needs, the plan has been updated while retaining the original framework. With the approval of this update by the Board, the Library Director and staff will use the document as a planning guide and build out projects and activities that will help achieve the goals identified in the plan.

~ Catherine Atkin, Library Board President 2013

## **Goals, Objectives, and Activities Under Consideration**

The following interdependent goals underpin the service priorities the Library will emphasize in the next five years (2014-2018).

### **GOAL 1: Alameda residents will find the Libraries to be a customer-centered and welcoming place.**

Objective 1: Ninety percent of those taking a community survey will express that the Alameda libraries are welcoming, dynamic, and engaging places to use, meet, and engage with others.

Objective 2: Library card registrations will increase on a yearly basis.

Objective 3: Circulation of all materials will increase on a yearly basis.

Objective 4: Attendance at the Main Library and at each Neighborhood Library, as measured by door count, will increase on a yearly basis.

Objective 5: Use of the library collections at the Main Library and each Neighborhood Library will increase on a yearly basis.

Objective 6: The number of programs offered by the libraries both on- and off-site will increase on a yearly basis.

**GOAL 2: Alameda residents will use the library web site as a virtual branch.**

Objective 1: General web site “hit” statistics will increase on a yearly basis.

Objective 2: The number of unique visitor to the library portal web pages will increase on a yearly basis.

Objective 3: Use of the catalog/reserve/renewal remote user statistics will increase on a yearly basis.

Objective 4: Ninety percent of those taking a community survey will express satisfaction with the library web site.

**Goal 3: Alameda teens will have space to socialize, to share thoughts and ideas, and to attend programs relevant to them.**

Objective 1: Use of the teen collection will increase on a yearly basis.

Objective 2: Attendance at programs for teens will increase on a yearly basis.

**Goal 4: Children ages 0-5 and their caregivers will have programs and materials that promote school readiness.**

Objective 1: Attendance at programs for children ages 0-5 will increase on a yearly basis.

Objective 2: Presentation of programs for children ages 0-5 at off-site locations will increase on a yearly basis.

Objective 3: Participation in the “Read to Me” summer program will increase on a yearly basis.

**Goal 5: Children ages 6-12 will have programs and materials to promote school success.**

Objective 1: Attendance at library programs for children ages 6-12, at the Main Library and the Neighborhood Libraries, will increase on a yearly basis.

Objective 2: Use of materials for children will increase on a yearly basis.

Objective 3: Ninety percent of parents and caregivers taking a community survey will

express that the libraries provide satisfactory programming and library materials for children.

**Goal 6: Visitors to the libraries will be able to more easily and effectively, connect to the online world.**

Objective 1: Use of databases will increase on a yearly basis.

Objective 2: Uptime for all computer systems will be ninety-five percent on an ongoing basis.

Objective 3: Use of public Internet work stations and WiFi logins at the Main Library and Neighborhood Libraries, will increase on a yearly basis.

Objective 4: Ninety percent of those taking a community survey will express satisfaction with library technology.

**Goal 7: Students in Alameda will use electronic and print resources for both school and personal interests.**

Objective 1: Annually, 8,500 students will receive a basic library orientation.

Objective 2: Use of electronic databases and print resources, introduced to students by the library, will increase on a yearly basis.

**Goal 8: Alameda adults and teens with low literacy skills will improve their ability to read and write in order to meet their personal goals.**

Objective 1 *Alameda Reads* will maintain a minimum of 50 tutor-learner pairs annually.

Objective 2: Each year ninety percent of the learners in *Alameda Reads* will achieve at least one pre-determined personal goal.

Objective 3: Use of the literacy collection will increase by ten percent each year.

**Goal 9: Alameda residents will be offered programs, classes, and materials, that stimulate their thinking, satisfy their curiosity, and expand their knowledge.**

Objective 1: Attendance at library programs will increase on a yearly basis.

Objective 2: Attendance at basic computer skills and software application classes will increase on a yearly basis.

Objective 3: Ninety percent of those taking a community survey will express satisfaction with the programs, classes, and materials offered by the Alameda Libraries.