



2017 Long Term Goals

- Promote lifelong learning within the community
- Continue to enhance our cooperative relationship with the Maricopa County Library District and RCSC
- Develop and maintain a strong volunteer program
- Maintain a sound organizational structure, policies, and procedures, with periodic reviews as necessary

2017 Short Term Goals

Board

- Review and forecast need to recruit Board members, including the creation of an effective succession plan
- Actively recruit non-Board committee members
- Target Board member and Committee member recruitment to fill current manpower gaps (publicity, web, etc.)

Book Buddies

- Expand the Book Buddy program to reach more homebound patrons
- Review and expand the new Book Friend program
- Create Book Buddy Instruction manual

Bookstore

- Enhance bookstore interior and equipment as needed (e.g. chairs, magazine rack, cash register, etc.)
- Re-establish and possibly enhance on-line book selling (Ebay, etc.)
- Investigate use of scanner and pricing software, and if cost beneficial, implement

Finance

- Ensure a smooth transition to new Finance Chair
- Determine how best to establish a back-up for the Treasurer
- Develop an accounting flow chart

Publicity

- Expand on outreach, utilizing Power Point. Contact all Sun City clubs to offer Friends resources, including Power Point presentation
- Develop a communication plan for "Collection Enrichment" idea
- Provide MCLD staff with *National Friends of the Library Week* publicity information
- Ask MCLD to pursue adding Culture Passes to their available resources
- Explore ideas that tap into oral history and knowledge through multi-generational sharing
- Explore new (social media, etc.) and evaluate existing (newspapers, etc.) venues for publicity with an eye toward return on investment

Volunteers/Advocates

- Expand the Volunteer of the Year program (e.g. one for each area)
- Explore possibility of recognizing a Non-Volunteer and/or Business Person of the Year program
- Explore possibility of an advocate/affiliate program

Web & Records

- Investigate e-mail handling software for possible use in 2017
- Continue to enhance web site, increase viewers, and explore connections with social media (Facebook, etc.)