



## **2018 Long Term Goals**

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

## **2018 Short Term Goals**

### **Library**

- Create a committee to identify new communication paths to expedite book drop plans
- Expand online subscription programs as needed
- Identify improvements in patron's program experience (program room experience, storage, capacity, availability, permanent rental idea, waitlist procedures, etc.)
- Begin planning library 10 year anniversary celebration
- Pursue adding Culture Passes to available resources

### **Board Development**

- Review and update bylaws, including Committee structure, separating Book Friends, Outreach, Volunteer Coordination, backup chairs, and Board and Committee job descriptions
- Recruit at least four new board members and non-Board committee members, focusing on existing gaps of Book Buddy chair, technical, Volunteer Coordination, and chair backups
- Develop back up plan for Board Members and Advisors

### **Book Buddies/Book Friends**

- Separate and expand Book Buddy and Book Friend programs
- Update Book Buddy and Book Friends materials, processes, brochures and publicity plans

### **Bookstore**

- Update and expand Bookstore signage, including sandwich boards and sales flags
- Purchase and/or install needed materials and equipment, including prominent labeling

### **Finance**

- Develop an accounting flow chart identifying all related processes and owners

### **Publicity/Outreach/Web & Records**

- Update printed & electronic materials (logo, brochures) for consistent look and feel
- Implement and maximize new Independent column and other two existing venues
- Develop process to ensure cost effectiveness in advertising, print, and promotional expenses
- Expand outreach presentations, keeping the material updated and responsive to feedback
- Continue to enhance web site, increase viewers, and explore other social media

### **Volunteers Coordination and Activities**

- Review all application processes and materials and implement a procedure to make them current, consistent, well documented, and with prompt follow up to all inquiries
- Look for ways to keep our volunteer recognition events creative, fresh and professional, soliciting volunteer feedback when possible