

Facility Improvement:

Bridging Space to Place & Maintenance Management



Completion of Project

Make every effort to complete *Bridging Space to Place* project in one or two phases.



Teens

The teen population in Chatham has grown with an observable increase in library patronage by teenagers in 2022. Initiatives giving more resources to outreach, encouraging library use among young adults, will continue supported by a generous donation received from the Woman's Club.



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Construction Phases

Continue Phase 1 planning and execute in 2023. Plan for Phase 2 by developing and implementing supplemental funding measures.



Local History/Genealogy Center

Support for this service is still strong in community surveys. Reference statistics support expansion of resources.



Infrastructure

Repairs and improvements have been postponed too long. Humidity and electrical issues must be corrected and are integral to the *Bridging* project.



Remote and Hybrid Work Solutions

Census data shows a 24% increase since 2016 in those who work from home. Expansion of Business Center services would serve this new population of remote and hybrid working patrons.



Maintenance Management

Implement a Capital/Equipment Lifespan Plan by 2025 while refining the Building Manager position.



Action Steps

Develop Supplemental Funding Mechanisms

2023

Donor Position



Create and fill a part-time Donor Stewardship position.

Library Foundation Discussions



Approach and solicit feedback from the leadership of the Friends of the Library about forming a separate foundation.

Foundation Board of Directors



Determine whether forming a foundation is feasible. If the decision is made to proceed, retain a consultant or seek volunteer assistance to recruit a board of directors.

2024-2025



Library Foundation

Host focus groups and inaugural meetings to form a foundation, or develop an alternate plan if needed.



Institutional Event

Work with an event planner, if a foundation is to be created, to plan an event celebrating and publicizing the formation. Expected implementation in 2024.



Fund Development Plan

Look at crowdfunding for targeted needs using Kickstarter and/or GoFundMe campaigns in 2024 and 2025. Begin growing an endowment fund in 2025. [Building an endowment fund may not be possible without a foundation in place.]

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Donate

Advocacy and Marketing Plan



Videographer

Incorporate regular use of a videographer at library events.



Marketing Plan

Create and execute a marketing plan in 2023, to include social media marketing and image facets. Marketing plan will be neutral in tone and mood.

Partnerships



Form partnerships with local and nonprofit organizations.



Budget

Develop a budget for advocacy/marketing for 2024 implementation.

Volunteers



Further develop library volunteer programs in 2022, 2023 and 2024, and encourage engaged participation.



Social Media

Advertise on social media.

Community Input



Expand opportunities for community input via programs, communications, and solicitations.



Sponsorships

Establish a plan to enlist at least two sponsorships by local businesses each year.



Reorganizing Administration

Purchasing Process Automation



Automate the purchasing request and purchase order process.

Fund Development



Redefine and enable the Director's job to include regular fund development while moving all daily operations to the Assistant Director position. Make other adjustments as needed, taking advantage of staff turnover.

Director Evaluation



Conduct a director evaluation at least every two years.

Refine Organizational Structure



Continue to define and refine duties, outsourcing when cost-effective and efficient.



Succession Planning



Incorporate succession planning into the compensation plan.



Library Technology to Support Services

Staff Wireless



Establish an exclusive wireless network for staff members providing them with improved mobility to work productively around the library.

Update Workstations for More Seamless Hybrid Capabilities



Continue the initiative to replace staff desktop computers as they age with laptops and tablets. Implementation to date has been successful, but is a five-year implementation plan.



New Fund Development Software



Evaluate and purchase fund development software such as Razor's Edge, Blackbaud, Aplos, etc.

Technology



Incorporate new, cost-effective technologies regularly.



Community and Resident Needs

Current & Future Services



Continue all core services and initiatives at existing levels as long as demand requires; discontinue those that are no longer utilized. Accelerate new services as they develop.



Staff Development

Build a staff development plan including minimum standards for continuing education in stretch areas targeted by supervisor/director; a regular training day; and on-going training in new technologies that benefit library users.

Services & Resource Evaluation



Improve metrics for measuring the success of library programs and services and, based on results, adjust what is offered and what is replaced. Standardize collection maintenance requirements and evaluate their impact.



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Career Center

Evaluate career development needs and develop resources based on the current use of library career services. Target population demographic segments, including women in business, and test interest.

Foreign Language Collection



Develop our foreign language collections based on current usage and patron requests. Test new acquisitions with tailored outreach to population segments and continue to evaluate needs as the demographics of Chatham change.

