Peterborough Town Library Strategic Plan Matrix

Strategies	Support crucial literacy skills in the following areas: media, financial, digital, health, civic, employment and basic literacy	Develop strategic partnerships within the community to build awareness of the library's goal to strengthen crucial literacy skills in our region.	Establish library as the community connector	Create opportunities to bring diverse and intergenerational groups together for entertaining and enriching experiences	Provide training and instruciton tools for Koha	Establish library as reliable source for book suggestions for all patrons	Analyze and identify what Tools and Training are needed to optimize staff Time and Talent.	Document policies and procedures to support staff in providing the best possible customer service.	Provide opportunities for Trustees to become visible ambassadors for the library in the community.	Develop a full roster of Trustee alternates.	Encourage Trustee participation in NHLTA initiatives and training opportunities.	Communicate information about the library project clearly to Staff and Trustees	Foster community support for the project by coordinating with the campaign to communicate the positive impacts and benefits to the community.
Champion Literacy	X	X				X							
Support Community Connections		X	X	X					X				X
Strengthen Visibility and Usage			X	X	X	X			X				X
Develop and empower Staff					X	X	X	X	X	X	X	X	X
Maintain a committed and engaged Board of Trustees									X	X	X	X	X
Support the 1833 Society in fulfilling our vision for a new and renovated Library of the Future for Peterborough												X	X

Action Items

X

Focus Areas

Metrics	correlation / contribution	accountability	team members
Boost Staff Focus on Reader's Advisory		X X X X X X X X X X X	
Develop programming that is alligned with critical literacies.		X X X	
Create a foundation to build strong partnerships		X	
Strengthen partnerships with PES and SMS		X X	
Develop Young Adult Program		X X	
Increase Library Patron Usage of Koha Account		X X X X X X X X X X X	
Delight Our Patrons with Book Displays		X X X X X X	
Promote Community Events aligned with crtical literacies		X X X X X X X X X X X	
Create an amazing After-Hours event quarterly		X	
Create an INFORMATION desk for floating reference		X X	
Develop calendar of community events for staff ambassadors to attend.		X	
Create Policy Binder.		X	
Complete staff survey and identify needed tools and training		X X	
Make our Trustees more visible to staff and community		X X	
Inform and Inspire Staff with details about library project		X X	
Host All Staff Meeting. Create Staff Binders.			Mary Hubbard
Create communication sheet for staff and trustees.			Lisa Bearce
Profile Trustees in newsletter. Create a Meet the Trustee Blog post.			Corinne Chronopoulos
Complete by end of August 2017. Have staff approve final list of tools/training at September Staff meeting.			Lisa Cutter
Bring one policy to the board every other month. Complete binder by end of 2018.			Aimee LaRue
Create calendar by July 2018. Gather dates monthly.			Dyane Young
Set up desk and signage by end of Summer. See an increase in reference statistics.			Linda Kepner
Consistent attendance by 40+ people. Intergenerational audience.			Jessie Hawkes
Confirm one post is done monthly by every member of staff.			Lauren Rettig
Book displays have a circulation of 4 or more items.			Ann Harrison
Create book displays monthly for all ages			
Create google analytics event. Clicks to My Account increase by 10%.			
YA space Created. Kick-off Party. TAG developed.			
Attend open House events at PES and SMS. Explore options for teacher library cards.			
Create list of organizations and identify top priority. Create expectation agreement.			
Confirm every program hits a literacy. Hit 3 of the 7 for all age groups in 2018.			
Post a Reader's Advisory post on website and FB monthly. instagram weekly. Involve every member of staff in RA posts at least twice in 2018.			
Host two Book Talks in 2018.			
Conduct Novelist Training for all Staff.			