

2019 Action Plans

No	Activity:	Goal:	Initiative:	Title:	Actions:	Timeline:	Lead Person:	Lead Division:	Outputs:	Outcome Letter:	Measurement:	Indicators:	Notes:
1	Outreach	1	A	Bookmobile	Provide bookmobile services that target neighborhoods where there are barriers for children using the main library. Use new Policy Map Tools/GIS system process developed in 2017 in combination with bookmobile stop matrix tool.	Ongoing	Kim Edson	RS	# of bookmobile visits # bkm circulation Use Policy Map or other GIS process to more accurately overlay bookmobile matrix factors (demographic, socio-economic & population density) to align bookmobile schedule to mission. # Policy Map Analysis # Schedule changes based on new data # Bookmobile usage	A, B, G, H	Matrix scores of Bookmobile stops Follow up outcome measurement surveys	70% report improved access 80% report improved knowledge or skills 60% report increased awareness of library services 90% report a positive experience with the library	Survey planned July 1st.
2	Events, Classes & Programs	1	B	Rochester Reading Champions	Strengthen and expand the Rochester Reading Champions program by increasing the number of students, number of tutors and number of partners Implement Library Hub; Test new model with Stewartville Schools Pilot mini collections	Dec, 2019	Sara Patalita	Reference	# of volunteer tutors # of students/participants # of tutoring sessions # of site locations # of uses of mini collections	B, C, G, H	Student assessments and volunteer surveys	70-75% of RRC students will improve reading assessment scores by 20% (increase in knowledge or skills and literacy skills) (B, J) New tutor survey: 80% report expanded understanding of literacy programs and services 90% report positive experience	
3	Events, Classes & Programs	1	C	Digital Literacy	Provide ongoing digital literacy training, continue to identify community need and further identify library's role	Ongoing	Heather Acerro, Kim Edson, Sara Patalita	YS, RS, REF	# of classes and drop-in session # of attendees	A, B, C, G, H		80% report expanded understanding of digital literacy	
4	Public Services	1	C	Website/Catalog	Explore and implement one improvement to the website and/or catalog to meet the patrons' need for information at the time of that need. (Example, Discovery) What is area of access we want to improve	August 2019	Sara Patalita, Keri Ostby, Susan Hansen, Steve Mosing	REF, TS	Increase use of resources, easier to find/use resources	A, B, C, G, H	Usage Survey, August 2019	70% report improved access	Continue to look at linked data, also look at Open Athens and other options that become available in 2019. Choose one to implement in 2019

5	Events, Classes & Programs	2	A		Find ways to engage the community with their knowledge and passions; Develop strategies and implement.	Ongoing	Heather Acerro Kim Edson Sara Patalita	YS, RS, REF	# of programs and classes # of partnerships	B, C, D, E, F, G	library outreach program report increased access to library resources 80% of people attending a library program reported increased knowledge or skills 80% of people attending a library program report an improvement in understanding of literacy services - early, basic, digital or information 50% of people attending a library program	
6	Events, Classes & Programs	2	A	Seed Library	Launch and maintain a Seed Library collection with related resources and programming	Nov, 2019	Robin DeVries, Kim Edson, Judy Goldsmith, Keri Ostby	RS, REF, TS	# of of seed packets added # of seed packets circulated # of seed packets returned # of programs offered	B, E, G, H	Seed Library customer and program surveys 60% of Seed Library participants report increased awareness of library services 80% of Seed Library participants report improved knowledge/skills 60% of Seed Library participants report increased awareness and understanding of the community and its resources 90% of Seed Library participants report a positive experience with the Library	Community partnership. Seed Library opened March 2, 2019 - 819 seed packets checked out that day. Over 72% of collection out as of 5-20-2019. Reviewing surveys collected from programs.
7	Outreach	2	A	YS Outreach	Create and execute an Outreach Programming plan for Youth Services, including the BookBike and ArtCart in 2019 with a goal of 20% of programs offered off-site	Ongoing	Heather Acerro	YS	# of BookBikeArtCart visits # of BookBikeArtCart visitors # of items circulated % of YS programs offered off-site # of Outreach Programs # of Outreach Program attendees	Surveys	A, B, C, F, G, H 70% report improved access 90% report increased creative expression 60% report increased awareness of library services 90% report positive experience with the library	

8	Public Services	2	A		Loaning Nice Ride bikes	Nov, 2019	Kim Edson, Keri Ostby	RS, TS	# of bikes loaned # of repeat vs. single-time uses Type of use # of bikes lost # or repairs/replacements	E, G	Survey of users Feedback from staff and project partners	60% of participants report increased awareness and understanding of the community and its resources 90% of participants report a positive experience with the library	Started May 1, 2019. 8 bikes available - 4 short term, 4 long-term plus 1 ebike.
9	Publicity and Marketing	3	C		Increase awareness of library by extending brand	Ongoing	Karen Lemke		% of items rebranded # circulation # web visits % bounce rate # new card holders Phase 2 rebrand plan	A, H	Program surveys and library card application surveys. Indicators: Pre-and-post surveys, conducted in February 2018 and February 2019	60% participants learning something new about the library 60% of survey participants aware of SRP	Evaluate annual survey compare from year to year.
10	Public Services	2	B		Assess and expand opportunities with Service Enterprise action plans in each department Explore options for Family Volunteering Recertify through Service Enterprise **Ask Marilyn for other goals	Ongoing	Marilyn Campbell		# of action items implemented. # of new job descriptions created	B, D	Volunteer surveys	90% volunteers report increased creative expression 50% of volunteers report increased connections with others 60% report increased awareness of library services	
11	Public Services	2	C		Contact the US District Court of MN to host a Naturalization Ceremony in 2019 Contact USCIS Midwest District Information Officer to explore Immigration 101 session(s) at the Library	Dec, 2019	Purna Gurung Robin Devries		# of Naturalization Ceremonies hosted # of immigration services programs offered	E, G		Pending	

12	Events, Classes & Programs	2	D	Creative programming. Continue to provide maker/creative programming by accessing the needs of the creative community and how the library can facilitate connections and creative activities. Explore community partnerships with the castle community.	Dec, 2019	Kim Edson Lynette Perry		# of programs and classes # of partnerships # of volunteers used to present maker activities	B, D, E, F, G		50% report increased connections with others 90% report a positive experience with the library
13	Public Services	3	A	Maintain aging infrastructure and upkeep required by increased usage. Explore mutiples options including Capital Improvements Funding and Minnesota Department of Commerce Guaranteed Energy Savings Program (GESp) to replace the Library's aging infrastructure. Continue to advocate for an additional full-time Custodian.	Ongoing	Purna Gurung Paul Jacobs Andy McMahon	# of program attendance # of events classes and programs # of patrons using the library # of room rentals Meeting room surveys	A, G	Approval of a FT Custodian Postion Replacement of Library's aging infrastructure	90% of people using spaces reported a positive experience with the library 50% of people using space reported feeling more connected to others 60% of people chose to meet at the Library because it is well maintained	
14	Publicity and Marketing	3	C	Brand implementation including a Brand Amassador program	Dec, 2019	Karen Lemke	# of Brand Audit tasks completed % of items rebranded vs. those left to rebrand Plan developed for Brand Ambassador Program	COMM	H	Customer Engagement/Community Survey KPI measurements identified for Library Rebrand project	# of items rebranded 90% rate customer service as excellent or good 60% aware of Summer Playlist 60% increase in cumulative awareness, based on KPIs measured for Library Rebrand
15	Public Services	3	D	Every staff member grows in their understanding of equity in our community	Ongoing	AT	# of people taking the IDI, # of people taking training, # of people taking the ICS	Admin	G		Customer Experience Survey, April 2019 90% positive experience with the library
16	Public Services	2	C	Improve equity and community knowledge by hosting the RACE exhibit	February-April 2019	Kim Edson & Audrey Betcher					Pending

17	Public Services	2 C	Mind Matters	Improve equity and community knowledge about mental health by partnering on the Mind Matters exhibit	Sept, 2019	Audrey Betcher, Sara Patalita, Kim Edson						Pending
18			Overdrive Usage Survey									70% report increased access 80% report expanded digital literacy