

## FY 2020 Business Plan 2nd Quarter Update

### Objectives

- Install Drive Up Book Return –
  - complete
- Review/Adjust service hours at both branches –
  - Complete – will begin implementing in summer/reopened to normal operations.
- Relocate Sargent library to an upgraded facility –
  - Had hoped for early March, but due to incomplete shelving orders and COVID-19, this has hit a snag. We're almost there.
- Develop a facility maintenance plan, replace unsafe outdoor carpets, upgrade security camera system, and ensure facility related codes and laws are reviewed and met.
  - – security camera update has been completed, I've begun creating a facility maintenance plan, however, some of the items in the plan are completed as circumstances called for.
- Develop a Technology Plan to provide and maintain adequate access to essential technology for personal, education and career success
- Update Library website page and add online payments
  - – In progress
- Create a marketing Plan to execute consistent, multifaceted marketing and promotion and to foster and maintain a positive image in the community.
- Develop, maintain, and grow partnerships with local businesses and organizations
  - – in progress and ongoing
- Create and enhance library collections based upon customer needs and information seeking behaviors
  - -ongoing
- Develop, maintain, and grow programs and services to meet the diverse needs of the community
  - – We were lucky to be able to have our Spring Break events before everything closed down. Continue to offer various programs for all. This year we added the Trunk or Treat in partnership with Mommy and Me Playdates. We had approximately 275 in attendance. Complete and ongoing.
- Expand library services by taking the library to the residents through outreach opportunities, such as Pop Up Libraries
  - – Outreach was slower this time of year, mostly due to scheduling with the daycares.
- Increase and enhance availability and use of digital resources by adding Linked In Learning to highlight the library as a resource for community and economic development.

- This project was put on hold by the vendor due to pushback from the American Library Association and their concerns for the privacy of patron information. LinkedIn has completely revamped the platform for libraries that will roll out in 2021, however, we are planning to move forward with their current platform Lynda.com.
- Provide consistent and quality services to the community through professional development, attaining Enhanced Levels of Service in multiple standards, and earn “Achievement in Excellence in Libraries” Award from TMLDA.
  - – TMLDA award received January 22, 2020. The Texas Library Association Annual Conference was cancelled due to COVID-19, so staff will not be attending that this year. However, there are other trainings/conferences that staff will be attending.