

# **Ledyard Public Libraries**

## **Strategic Plan**

**2010 - 2015**



## Introduction

Ledyard Public Libraries strive to provide a great value to the community. This strategic Plan provides a road map showing us where we want to go and how we will get there. In a recent advisory question, residents on both sides of town overwhelmingly voted to support the operation of two library buildings. Our plan is to continue moving in that direction while providing the core services the community enjoys, expects and deserves. The current economic down turn has been difficult as we have been forced to do more with less. The libraries are busier than ever yet our budget has decreased 5% in the last 2 years. While some of our objectives require funding others look for alternative funding sources.

Libraries lead the way in regionalization and Ledyard is no exception. From sharing resources to reducing costs the library is cost effective and efficient. Resources are shared not only between our libraries but throughout the state. As a member of LION, a regional consortium of 19 towns which include 22 public libraries, 1 high school and 1 college library our patrons have access to 650,000 shared unique titles linked to the two million books and other items in their local collections. Patrons place requests for books and those requests are seamlessly processed through the LION system. Titles not available within a LION library may be searched and requested from a statewide database known as ReQuest. Connecticut also has a reciprocal borrowing program which allows patrons to use their hometown library card in any other library in the state. The library is a member of the Connecticut Library Consortium (CLC), an organization covering the whole state that leverages the buying power of member libraries to negotiate deep discounts on essential library products. This regionalization also helps to keep our libraries on the cutting edge of technology. From DVD's to electronic books and accurate online information the libraries are on the forefront of technology.

The Library Commission gathered input from the community to help us determine what our patrons need and want. Two focus groups were conducted in February 2009 and an online survey solicited responses during the spring of 2009. The participants of each focus group represented a cross section of the community and included town officials, seniors, parents, students and library friends. Many were library users but some were not. The library was praised for its excellent staff and for the LION system that made it easy to search for and request a book. The major weakness cited was space along with advertising or marketing, ambiance and comfort. Books were cited as the top priority followed by common space and meeting room at Bill Library and DVD/CD's and library programs at Gales Ferry Library. The online survey confirmed several of the same points made in the focus group sessions. Books were a top priority while marketing library programs and services and space needs were a concern.

The key elements of this long range plan include marketing library services, the library collection, staffing, technology, funding and the facilities. The overall goal for the library is to provide the best possible service in an efficient cost effective way. The stated goal for each category includes corresponding objectives and actions that will support the goals. This plan covers a five year span and will take us through 2015.

## Marketing Library Services

### Current Status

#### Profile of Ledyard borrowers

- 48+% of Ledyard/Gales Ferry residents are active library users (State average 51%)
- 58% of those users are adult, 31% children and 7% senior citizens.
- 83,026 visits in FY 2010

#### Profile of Ledyard Residents

- Population (2009) – 15,097
- Estimated 2020 population – 16,081
- 26% of the population is age 17 or under; 9% are age 65 or over.
- 63% have some college with 32% having a bachelor's degree or more.
- Per capita income - \$24,953

#### Marketing

- Publish a quarterly Newsletter *Books and Beyond* – Mailed to 1050 +/- households, posted on the webpage, distributed in the library and Town Hall
- Send out an email newsletter monthly to 335 email addresses with additional updates sent for special programs or events.
- Maintain a library webpage
- Have a Twitter account for the library, a face book page a blog and a Teen Face book page.
- Have a monthly column in the Senior Citizen newsletter and a column in the quarterly town newsletter.
- Publicize programs with press releases, posters, flyers and outside sign boards.
- Provide brochures describing library services.
- Provide welcome packets to new library card holders and baby packets to new parents
- Staff representation at town-wide events ie Children's Day, Memorial Day Parade
- Sponsor a Giving Tree to collect new children's books to be given to a child through the annual toy drive,
- Provide a rotating collection of large print and audio books and videos to the Senior Center.
- Provide a monthly book talk or book discussion at the Senior Center.
- Visit schools to do book talks and promote summer reading
- Cooperate with the schools to foster early literacy programs

In spite of these efforts many residents are still unaware of all the services the library offers.

#### **Direction/Opportunities:**

Launch a community wide marketing campaign

Increase visibility/ awareness of the library in the community

Increase visits to the library

Reach out to local community groups

Increase the number of registered borrowers

Increase awareness of the information available to patrons from home

Promote an image of small library – many services.

**Marketing Goal:** To increase the awareness of library services and how technology serves to enhance those services in Ledyard

**Objective 1:** The number of visits to the Ledyard Libraries will increase 20% by July 2015

**Actions:**

- Gather patron emails during registration and/or renewal of library cards
- Offer diverse monthly programs that will appeal to different population groups.
- Promote Library programs and services through newsletters, news releases and signs both in and outside of the library.
- Promote/represent the library annually in 4-6 activities sponsored by the town or another organization
- Continue to promote the libraries email and print newsletters and provide an easy way for interested patrons to sign-up.
- Continue to submit articles about library programs and services in the Senior Citizen newsletter and the Town newsletter.
- Utilize appropriate social networks to promote library events and services
- Utilize a TV monitor inside Bill Library as an electronic sign displaying upcoming events and programs.
- Redesign existing webpage for better navigation and more interactivity that will allow patrons to register for programs online, sign up for a library card or chat with a librarian by December 2010.
- Investigate the feasibility of putting up an electronic signboard outside Bill Library along 117 to promote library events as well as other town events by March 2011.
- Offer 1 Open House per year inviting patrons to see what's new at the library by September 2011.
- Re-design library card to include library address, phone #, and web address by December 2011.
- Create a training workshop to guide patrons in the proper and efficient means of navigating the maze of technology by December 2012.
- Ask LION to assist us in gathering all current patron emails and consider automatically including them in the distribution list for the monthly email newsletter by March 2013.
- Trained Reference Librarians will conduct at least 2 workshops for the public by December 2011 increasing the number of workshops as needed.

**Objective 2:** The number of active library card holders will increase 15% by July 2015

**Actions:**

- Provide library card applications to all groups that visit the libraries for tours– ongoing.
- Expired library cards will be updated as patrons use them even if the physical card is not with them.
- Continue to have promotional campaigns with incentives for renewing a card or getting a new card.
- Have applications available for patrons or residents at any town activity when a library representative is present.

- Work with Library Friends, Bill Trustees and Library Commission members to act as ambassadors in the community educating the public, including friends and neighbors, about the library by January 2011.
- Encourage Friends, Trustees and Commission members to advocate to Town Officials on behalf of the library by January 2011.
- Prepare a brochure and library card applications for local realtors to give to new home owners by July 2011.
- Provide library cards (or update existing cards) to all elected officials who do not have them and send out with a welcome letter updating them on library services by December 2011.
- Request that the school administration office provide a library brochure and application for a library card to families registering a new student by January 2012.

**Objective 3:** The use of online databases will increase 10% by July 2014

**Actions:**

- Feature a specific database in each issue of the newsletter by December 2010
- Design and print a brochure which details the online resources by March 2011
- Provide 3-4 workshops on using online resources by September 2012

**Library Collection**

**Current Status:** The libraries currently have a total of 183,181 items including over 4100 videos, 1300 audio books and 2700 music CD's. In addition the libraries provide access to downloadable audio books, electronic books and online databases. The print reference collections at both libraries have been scaled back and interfiled with the regular non-fiction collection. Collection maintenance is ongoing at both libraries with outdated materials being replaced with new information. The materials budget for FY 11 is \$60,000 representing 11% of the library budget. This account has seen a 20% decrease since FY 2005.

**Library Collection Goal:** To provide a diversified, up to date collection that satisfies the informational, educational and recreational needs of Ledyard residents

**Objective 4:** Circulation of Young Adult materials will increase 20% (1,677) by July 2015

**Actions**

- Weed and update teen collection annually.
- Work with Friends and high school students to provide an after school mentoring program for younger children by September 2010
- Work with the Friends to develop a program to recognize the mentors annually by June 2011.
- Investigate the possibility of meeting with teens at the high school during free time or after school to discuss and plan programs by September 2011.
- Promote events and services through the middle & high school Media Specialists by September 2011.
- Create 2-3 topical booklists for teens by January 2012.
- Recruit 8-10 teens to act in an advisory capacity to suggest programming ideas and times for teens by March 2012.

- Survey teens to determine interest in a quarterly parent/teen book discussion by September 2012.
- Investigate with the Board of Education the option of having a bus drop off and pick up students up from Bill Library by September 2012.
- Develop and implement a program to capture a current popular teen book, series or movie. (ie. Twilight) by September 2013.
- Develop and implement a program for teens to provide computer training for adults using laptops at the library by March 2014. (ie. Creating an email account, searching the internet, or sharing photos)
- Recruit teens at the high school to provide the computer training to adults using laptops at the library by January 2015.
- Offer 3-4 gaming events at the library including a possible competition with older adults by September 2014.
- Increase the collection of teen videos and audio books by 10% by June 2015.

**Objective 5:** Stay current with new trends utilizing technology in collection development.

**Actions**

- Evaluate online resources through trial offers and patron demand.
- Adjust media collections to reflect the demand for formats – ongoing.
- Provide 6-10 electronic readers for patrons to borrow by January 2012.
- Weed and possibly eliminate adult VHS tapes by December 2013
- Weed and possibly eliminate adult audio books on tape by December 2013
- Consider providing downloadable videos as the technology becomes available by December 2014.

**Objective 6:** Circulation of adult books and media will increase 10% by July 2015.

**Actions:**

- Weed and update adult book collections annually.
- Add an additional copy of a title when there are 4 or more holds for Ledyard patrons.
- Feature topical displays monthly in each library which coincide with events or holidays.
- Create a bookmark each year listing all adult book discussion titles for the year.
- Continue to participate in and promote One Book, One Region events.
- Continue to provide a collection of books and media for the senior center that rotates quarterly.
- Continue to offer delivery service for homebound patrons.
- Add an express collection of high interest books & videos ie. Bestsellers and new releases with separate loan rules – no holds allowed, 1 week check out by March 2012.

## Staffing

**Current Status:** Library staff members are often commended for their knowledge of the community and the collection as well as their helpfulness. Surveys and focus groups have consistently given high marks to the staff. The libraries currently have 4 full time employees including the Library Director, a Senior Assistant Librarian\* at Bill Library, an Assistant Librarian\* at Gales Ferry Library and a Children's Librarian\*. There are 5 part-time employees who work 20 hours or more, earning pro-rated benefits including a Technical Services Assistant/Secretary\* (30 hours), a Head of Technical Services\* (20 hours) and 3 Senior Library Assistants\* -2 in Reference and one in Children's (1 at 22 hours BL and 2 at 20 hours). The Senior Library Assistants act as supervisors when the Assistant Librarians are not on duty. The remaining part-time staff include 12 Library Assistants (7 – 19 hrs/wk) 2 Library Pages (10 – 12 hrs/wk) and 2 custodians (8-15 hrs/wk). 4 employees have been appointed Sunday Supervisor, rotating weeks in that position. The Library Assistants work in both libraries to facilitate filling in as needed.

Benefits are provided through the Town of Ledyard and include health, dental, and pension. Part time employees in the union earn pro-rated benefits. Employees who work less than 20 hours/wk do not earn benefits.

\*These positions are in a bargaining unit.

### **Direction/opportunities:**

Part-time staff bring their own strengths

Continue to be pro-active with the Mayor and Town Council about the importance of maintaining staff.

Bring staff hours back up to FY 09 level

**Staffing Goal:** To continue to provide friendly, competent expedient customer service with a knowledgeable customer oriented staff.

**Objective 7:** Staff will be knowledgeable about all of the services the library offers.

### **Actions:**

- Skilled staff will provide one on one training for new staff members on the services we provide.
- Refresher training will continue to be provided as needed either through a staff meeting or one on one.
- 3-4 staff meetings a year will highlight one of the services we provide by June 2011.
- Supervisory staff will be encouraged to attend at least one continuing education workshop per year by December 2012.
- At least 5 Library Assistants will attend a continuing education workshop once a year by December 2013. Library Assistants will give a synopsis of the workshop at subsequent staff meeting.

**Objective 8:** Patrons will indicate in future surveys an equal or higher level of satisfaction with staff.

### **Actions:**

- Staff will welcome patrons to the library in a friendly and courteous way.

- Patrons will receive the help they request in a timely manner.
- Reference staff will be available to help patrons locate information or direct them to an online resource.
- Training on good customer service will be provided at a staff meeting by June 2012

## **Technology**

**Current Status:** The Libraries are part of the LION consortium, a regionalized system of 19 towns which consists of 21 libraries including a high school and a community college. The libraries share an automated circulation system with a shared data base of over 650,000 titles and 350,000 patron records. Bill Library has 3 workstations dedicated to the online catalog and Gales Ferry has 2. The online catalog may be searched remotely from home or in the library and allows patrons to search for a book or other item, place holds on an item, renew the books they have checked out, and manage their information. The libraries also provide online access with 9 workstations at Bill and 5 at Gales Ferry. In addition both libraries have a laptop available for the public to use. The library recently purchased 4 PC laptops and a Macbook to use for training workshops with the public. Wi-Fi is available in both libraries for patrons wanting to use their own laptops.

The online resources available in the library and remotely include Chilton Auto Repair Manuals, a price guide to antiques and collectibles, a testing and education reference center with sample SAT and AP test guides, legal forms and *Consumer Reports*. Job Now, an online service that provides live job coaching, resume assistance and more is just a click away from the library webpage. The library also provides downloadable audio books and E-books through Overdrive.

The library has an LCD projector which may be used with a laptop, with cable TV or with the wii systems to project on a big screen. We also have several Wii system programs including Wii fit, Wii Play and Guitar hero.

The libraries utilize Facebook and Twitter as a way to promote what is happening at the library. A blog is used to post longer articles about observations, activities and events and a “youtube” account provides short videos of library events.

### **Direction/opportunities:**

- Improvements in technology make it easier to access and disseminate information
- LION provides an efficient and cost effective way to try new things
- Social networks (facebook, twitter, etc) currently reach a wide audience

**Technology Goal:** Continue to integrate technology as a tool for delivering library services to customers in an efficient, expedient way.

**Objective 9:** Upgrade the projection equipment in Bill Library to facilitate programming.

### **Actions:**

- Request a quote for a projection/sound system similar to those in the Mystic and Noank and Waterford Libraries by September 2010.
- Request funding from the Friends to install the system by November 2010.



**Objective 10:** 30-40 people will attend a workshop/demonstration at the library of available online resources.

**Actions:**

- Set up a program with the Department of Labor on job search strategies by December 2010.
- Find 5-6 different ways to promote the programs including social networks, TV monitor, outdoor signs, newsletters and newspapers by September 2011.
- Host 2-3 programs targeting specific groups with information about our online resources - (ie teens for the Education and Testing; adults for Heritagequest – perhaps in conjunction with a Friends program on Genealogy) by September 2012.

**Funding**

**Current Status:** The library receives only 1.1% of the town budget or \$36.72 per town resident for FY 2011. The Town of Ledyard funds approximately 96% of the library's operating budget with other funds coming from the Library Commission budget and the Friends of the Ledyard Libraries. The library is a member of the Connecticut Library Consortium an organization for libraries that negotiates contracts and goes out to bid on our behalf for books and supplies. This is an example of regionalization at its best and saves us thousands of dollars each year. The library budget from the town has been reduced 5% in the past 2 years due to the poor economic climate resulting in fewer hours open and a smaller book budget.

**Direction/opportunities:**

Obtain community buy-in/ support for the libraries

Advisory question overwhelmingly indicated community support for 2 libraries

**Funding Goal:** Look for alternative sources of funding to supplement town operating budget

**Objective 11:** Have the necessary funding to fully operate both libraries at 68 and 60/64 hours per week by July 2015.

**Actions:**

- Communicate with town officials about the importance of restoring library service hours
- Encourage Library Friends and patrons to advocate for the service hours.
- Explore starting an endowment fund for the library and use the income to offset operating costs by December 2014.
- Explore a Planned Giving Campaign to increase a possible endowment by July 2015.

**Objective 12:** Increase and /or supplement the book budget 30% by July 2015

**Actions:**

- Continue to educate town officials about the need to restore funds for materials.
- Set up a wish list of books at Bank Square Books and encourage patrons to buy a gift book in honor of a friend or family member by January 2012.
- Encourage patrons to buy a best seller, donate it to the library and be the first to read it by March 2012.
- Explore the option of a public appeal for book funds through the friends by January 2013.

## Facilities

**Current Status:** Ledyard Libraries consist of Bill Library in Ledyard Center, a 6,150 square foot building, and Gales Ferry Library, a 3,710 square foot building. The buildings are approximately 5 miles apart and are located in distinct geographical areas. Bill Library is the larger of the two and emphasizes the non-fiction/reference collection. All books for both libraries are ordered from and processed at Bill Library. Recent improvements have been made to the building including a new roof, exterior and interior paint, carpeting, a new handicap ramp and upgraded electric service to 400 amp. In addition the lighting in the children's room was upgraded and space was reconfigured to add a teen area, a new adult reading area, additional shelving in the adult area, improved shelving in the children's room and new furniture for the teen space and the adult reading area. The updated appearance has improved the look and feel of the library. Gales Ferry Library is a neighborhood library and holds more of the popular reading titles. Recent improvements to Gales Ferry include new carpeting, new shelving, a computer table and a comfortable reading area. In addition a moveable partition in the basement divides a staff lunch area from the meeting room. The collections in each building are unique with just 15% duplication.

### **Direction/opportunities:**

A comfortable space will encourage patrons to stay longer  
Patrons become more attached to "their" library  
Advocate for more space

**Goal:** To provide a clean and comfortable space for patrons to work in, enjoy programs and visit with their neighbors.

**Objective 13:** 40% of the patrons who visit will stay 30 minutes or more to read, enjoy a program or use a computer by December 2015.

### **Actions:**

- Continue to provide coffee (and muffins at Bill) to encourage patrons to stay
- Make patrons feel welcome
- Maintain clean buildings and keep up with normal maintenance and repair.
- Connect Bill Library to the town water supply by September 2011.
- Investigate the feasibility, cost and value of adding solar panels to the roof of Bill Library by September 2011.
- Evaluate options and request quotes for a new HVAC system at Bill Library which combines optimal heating and cooling for the building by September 2013.

## Ledyard Public Libraries Strategic Plan

### Chronological List of Actions

**Note:** The number in parentheses refers to an action item in the numbered objective.

When	Who	What
<b>2010</b>		
<b>Ongoing</b>	Staff	Gather patron emails during registration and/or renewals of patron library cards. (1)
	Staff / Friends	Offer diverse monthly programs for different population groups. (1)
	Staff/ Mary Ellen	Promote library programs & services through newsletters, Friends news releases and signs in and outside the library. (1)
	Staff	Promote/represent the library annually in 4-6 activities sponsored by the town or another organization. (1)
	Staff	Continue to promote the libraries email and print newsletters and provide an easy way for interested patrons to sign-up. (1)
	Mary Ellen	Continue to submit articles about library programs and services in the Senior Citizen newsletter and the Town newsletter. (1)
	Staff	Utilize appropriate social networks to promote library events and services. (1)
	Staff	Utilize a TV monitor inside Bill Library as an electronic sign displaying upcoming events and programs. (1)
	Staff	Provide library card applications to all groups that visit the libraries. (2)
	Staff	Continue to have promotional campaigns with incentives for renewing a card or getting a new card. (2)
	Staff	Have applications available for patrons or residents at any town activity when a library representative is present. (2)
	Children's Staff	Weed and update teen collection annually. (4)
	Staff	Evaluate online resources through trial offers and patron demand (5)
	Director/Staff	Adjust media collections to reflect the demand for formats. (5)
	Staff	Weed and update adult book collections annually. (6)
	Staff	Add an additional copy of a title when there are 4 or more holds for Ledyard patrons. (6)
	Staff	Feature topical displays monthly in each library which coincide with events or holidays. (6)
	Marty	Create a bookmark each year listing all adult book discussion titles for the year. (6)
	Marty	Continue to participate in and promote One Book, One Region events. (6)
	Marty/Mary Ellen	Continue to provide a collection of books and media for the senior center that rotates quarterly. (6)
	Mary Ellen	Continue to offer delivery service for homebound patrons. (6)

	Supervisory Staff	Skilled staff will provide one on one training for new staff members on the services we provide. (7)
	Supervisory Staff	Refresher training will continue to be provided as needed either through a staff meeting or one on one. (7)
	Staff	Patrons will be welcomed to the library in a friendly and courteous way. (8)
	Reference Staff	Patrons will receive the help they request in a timely manner. (8)
	Director	Reference staff will be available to help patrons locate information or direct them to an online resource. (8)
	Friends/Staff	Continue to provide coffee (and muffins at Bill) to encourage patrons to stay. (13)
	Staff	Make patrons feel welcome. (13)
	Custodian/PW	Maintain clean buildings and keep up with normal maintenance and repair. (13)
September	Friends/Director	Work with Friends and high school students to provide an after school mentoring program for younger children. (4)
September	Director	Request a quote for a projection/sound system similar to those in the Mystic and Noank and Waterford Libraries. (9)
November	Director/Friends	Request funding from the Friends to install the projection system. (9)
December	Heather, Scott, Gale	Redesign existing webpage for better navigation and more interactivity that will allow patrons to register for programs online, sign up for a library card or chat with a librarian. (1)
December	Director/ Com	Communicate with town officials about the importance of restoring library service hours (11)
December	Director/Com	Encourage Library Friends and patrons to advocate for the service. (11)
December	Director/Com	Continue to communicate with town officials about the need to restore funds for materials. (12)
December	Director/Ref Staff	Feature a specific database in each issue of the newsletter. (3)
December	Marty	Set up a program with the Department of Labor on job search strategies for fall 2010. (10)
<b>2011</b>		
January	Director	Work with Library Friends, Bill Trustees and Library Commission members to act as ambassadors in the community educating the public, including friends and neighbors, about the library. (2)
January	Director	Encourage Friends, Trustees and Commission members to advocate to Town Officials on behalf of the library (2)
March	Director	Investigate the feasibility of putting up an electronic signboard outside Bill Library along 117 to promote library events as well as other town events. (1)
March	Kathy B	Design & print a brochure detailing the online resources. (3)
June	Friends/Director	Work with the Friends to develop a program to recognize the mentors annually. (4)

June	Director	3-4 staff meetings a year will highlight one of the services we provide. (7)
July	Director/staff	Prepare a brochure and library card applications for local realtors to give to new home owners. (2)
September	Staff	Offer 1 Open House per year inviting patrons to see what's new at the library. (1)
September	Children's Staff	Promote teen events and services through the middle & high school Media Specialists. (4)
September	Children's Staff	Investigate the possibility of meeting with teens at the high school during free time or after school to discuss and plan programs. (4)
September	Mary Ellen	Find 5-6 different ways to promote the programs including social networks, TV monitor, outdoor signs, newsletters and newspapers. (10)
September	Director/PW	Connect Bill Library to the town water supply. (13)
September	Director/PW	Investigate the feasibility, cost and value of adding solar panels to the roof of Bill Library. (13)
December	Director/Staff	Re-design library card to include library address, phone #, and web address. (1)
December	Reference Staff	Reference Librarians will conduct at least 2 workshops for the public increasing the number of workshops as needed. (1)
December	Director	Provide library cards (or update existing cards) to all elected officials who do not have them and send out with a welcome letter updating them on library services. (2)
<b>2012</b>		
January	Director	Set up a wish list of books at Bank Square Books and encourage patrons to buy a gift book in honor of a friend or family member. (12)
January	Director	Request that the school administration office provide a library brochure and application for a library card to families registering a new student. (2)
January	Children's Staff	Create 2-3 topical booklists for teens. (4)
January	Director/Friends	Provide 6-10 electronic readers for patrons to borrow. (5)
March	Children's Staff	Recruit 8-10 teens to act in an advisory capacity to suggest programming ideas and times for teens. (4)
March	Staff	Add an express collection of high interest books & videos ie. Bestsellers and new releases with separate loan rules – no holds allowed, 1 week check out. (6)
March	Director/ Staff	Encourage patrons to buy a best seller donate it to the library and be the first to read it. (12)
June	Director	Training on good customer service will be provided at a staff meeting. (8)
September	Reference Staff	Provide 3-4 workshops on using online resources. (3)
September	Director	Investigate with School department the option of having a school bus drop off & pick up students from Bill Library. (4)

September	Children's Staff	Survey teens to determine interest in a quarterly parent/teen book discussion. (4)
September	Staff	Host 2-3 programs targeting specific groups with information about our online resources - (ie teens for the Education and Testing; adults for Heritagequest – perhaps in conjunction with a Friends program on Genealogy). (10)
December	Supervisory Staff	Supervisory staff will be encouraged to attend at least one continuing education workshop per year. (7)
December	Staff	Create a training workshop to guide patrons in the proper and efficient means of navigating the maze of technology. (1)
<b>2013</b>		
January	Friends	Explore the option of a public appeal for book funds through the friends. (12)
March	Director	Ask LION to assist us in gathering all current patron emails and consider automatically including them in the distribution list for the monthly email newsletter. (1)
September	Children's Staff	Develop and implement a program to capture a current popular teen book, series or movie. (ie. Twilight) (4)
September	Director	Evaluate options and request quotes for a new HVAC system at Bill Library which combines optimal heating and cooling for the building. (13)
December	Director/Staff	Weed and possibly eliminate adult VHS tapes. (5)
December	Director/Staff	Weed and possibly eliminate adult audio books on Tape.(5)
December	Staff	At least 5 Library Assistants will attend a continuing education workshop once a year. Library Assistants will give a synopsis of the workshop at subsequent staff meeting. (7)
<b>2014</b>		
March	Children's/Ref Staff	Develop and implement a program for teens to provide computer training for adults using laptops at the library. (ie. Creating an email account, searching the internet, or sharing photos) (4)
September	Children's Staff	Offer 3-4 gaming events at the library including a possible competition with older adults. (4)
December	Director	Consider providing downloadable videos as the technology becomes available (5)
December	Director/Com	Explore starting an endowment fund for the library and use the income to offset operating costs. (11)
<b>2015</b>		
January	Children's/Ref Staff	Recruit teens at the high school to provide computer training to adults using laptops at the library. (4)
June	Children's Staff	Increase the collection of teen videos & audio books by 10%. (4)
July	Commission	Explore a Planned Giving Campaign to increase a possible endowment. (11)

Approved by Ledyard Library Commission 10/18/2010