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Annual Library Service Plan  
Fiscal Year 2018-19

**Vision:** Ukiah Public Library's Vision is to

- Excel in customer service
- Be the first choice for information
- Anticipate and meet changing needs
- Assure equitable access to the Library's resources and services
- Be a dynamic force in the community

**Mission:** The Ukiah Public Library shall inspire lifelong learning, advance knowledge, and strengthen our community.

**1. Early Childhood Program: Focused on early childhood literacy that gets children ready to learn.**

Goals & Objectives – Short Term  
Outcomes  
Goals – Long Term

**2. K-12 Youth Programs: Focused on establishing/maintaining a lifelong relationship between the youth and the public library.**

Goals & Objectives – Short Term  
Outcomes  
Goals – Long Term

**3. Adult Programs: Focused on continuing education programs, enhancement of economic viability, and lifelong learning. Includes outreach to seniors and the homebound.**

Goals & Objectives – Short Term:

Our library will provide patron's with opportunities to take a variety of online classes as well as continuing education courses. We currently have a smart TV set up with a laptop to provide group online trainings. We will be adding more conveniences to this set up like a wireless keyboard and mouse, new laptops and tablets.

Outcomes:

The local volunteer Fire/EMS have already begun monthly trainings and we've provided a group time for online hunter education courses. I will also be collecting our patron's feedback through customer surveys, comments or letters and personal observations.

Goals - Long Term: online classes for adults

In the future we would like to add more group skill trainings and online classes for adults.

**4. Training Program: Focused on identifying and providing specific training needed by staff, board and volunteers that will strengthen skills, services, and programs.**

Goals & Objectives - Short Term

Outcomes

Goals - Long Term

**5. Technology: Focused on significantly increasing web presence and technology resources to provide rural community access to the Internet, jobs, and skill learning.**

Goals & Objectives - Short Term:

Our library will update our technology to give our students & community more inventive ways to discover their love of reading and encourage them to read & learn more. We will do this by adding new laptops and tablets, which will give them a more interactive experience.

Outcomes: We've already begun making changes to our library and I've received nothing but overwhelming gratitude and excitement regarding the changes from our patrons, staff and community. I will also be collecting our patron's feedback through customer surveys, comments or letters and personal observations.

Goals - Long Term:

We would like to expand our community learning opportunities with more group classes/skill learning and online/satellite college courses.

**6. Welcoming/User Friendly Atmosphere: Focused on developing a library that is a friendly, active and welcoming center of rural community life.**

Goals & Objectives - Short Term

Our library will give our patrons a more comfortable and inviting environment which will encourage them to visit the library more often and stay engaged longer. Our plan is to paint the walls, add a Keurig coffee maker, possibly a popcorn maker and more custom book shelves.

Outcomes:

We have already added a comfy couch, a smart TV, new curtains and rugs to the library. Our patrons have been quite excited about the changes so far. I will also be collecting our patron's feedback through customer surveys, comments or letters and personal observations.

Goals - Long Term

We are looking for ways that we could expand our library space to accommodate more books and patrons, as well as extended library hours. We are currently researching the possibility of adding two-three classroom pods to the school grounds and make them into a new library.

**7. Effective Library Board: Focused on committed and effective Board, actively engaged in the governance and planning of the library.**

Goals & Objectives - Short Term

Outcomes

Goals - Long Term:

**8. Friends/Volunteer Program: Focused on utilizing Friends and Volunteers as active and effective resources to assist with access, services, program delivery, fundraising efforts, publicity and community relations.**

Goals & Objectives - Short Term

Outcomes

Goals - Long Term

**9. Community Relations Program: Focused on establishing the library as a vital presence in the community.**

Goals & Objectives - Short Term

Outcomes

Goals - Long Term

Goals - Your goal(s) are where you want to be or what you want to accomplish

Objective(s) - Your objectives are the steps needed to get there

Outcome(s) - Your outcomes, for purposes of the ALSP are how you will solicit feedback for outcomes from patrons as to what difference a program or service made in their lives. Effective ways to gather this feedback are through customer surveys, focus groups, comments or letters and personal observations.