

Friends of the Forest Grove Library Strategic Plan Progress Report, April, 2016

In May, 2015, the Friends Board adopted this priority list of goals and objectives. Progress toward these objectives is reported in red, below.

1. Raise money

Engage in activities to raise funds for the Library, to support Friends-sponsored public programs in the Library and to cover operating costs incurred by these fund raising activities.

Objectives/actions

1. Continue twice-a-year used books sales and online sales, target gross income \$13,000. *We set a goal of \$15,500 in the budget. Online sales profits during this fiscal year to date (March 2) are \$4629.30 and the fall used book sale net was \$5,823.95 for a total of \$10,453.25; that's 67% of the 15,500 objective set in the budget with the spring used book sale yet to happen in late April.*
2. Add ongoing used book sales in the Library. *This will be accomplished before April 1.*
3. Increase dues *Done*
4. Encourage donations
 - a. Add Amazon Smile link to website
 - b. Add donation button to website
 - c. Send annual donor letter to members
 - d. Encourage book donations through (?)
5. [? Raffle, plasma drive, auction, merchandize, coffee ?]

2. Provide cultural education and cultural opportunities for public

Maintain and improve the role of the Library as a cultural hub for the community by supporting and producing educational and cultural programs.

Objectives/actions

1. Continue Friends-produced cultural programs at current level. *A full schedule of programs will be completed in May. The plan for the coming year is to shift program scheduling to the Library Staff but Friends will continue to fund the effort at current levels.*
2. Continue to support library staff initiated programs (e.g., Linda Taylor's Hispanic series) *Ongoing*
3. Recruit cultural program co-chairperson *We still need one or more Friends volunteers to host the programs and assist staff.*
4. Expand cultural programs to year-round schedule
5. Become proactive in Art of the Story program. *Not begun but we continue to help fund it.*
6. Be resource/guide to area book clubs
7. Do "everybody reads" program
8. Help fill local school needs: more family oriented activities

3. Recruit and retain members and volunteers

Add members. (Forty new members were added during the fall 2015 used book sale) Recruit, orient, train and encourage active volunteer participation in Friends activities.

Objectives/actions

1. Continue communication with members through newsletters and email *Ongoing, including alert that Friday of the fall used book sale would be \$5 a bag day for members.*
2. Initiate membership cards with expiration date
3. Add social media to keep in contact with members and recruit new members and volunteers
4. Write volunteer job descriptions *Begun*
5. Coordinate volunteer recruitment with City *Accomplished and now implementing*
6. Recruit members and volunteers at Wednesday market and other public events
7. Add member benefits (e.g., local business discounts)
8. Raise member and volunteer profile (e.g., member decals for cars, t-shirts)
9. Friends volunteer as a group to help a civic event (corn roast/Pacific)
10. Increase media exposure of Friends work and accomplishments
11. Volunteer recognition events
12. National Friends Day event at library
13. Start 'em out right: recruit volunteers from high school
14. Cross-group recruiting
15. Develop a frequently asked questions flier
16. Reference manual for board (and prospects)

4. Enhance image of library in community (advocating, promoting)

Maintain and increase public support for our Library. AND Support Library Staff

Encourage the work staff does by funding their program requests, participating in their programs and giving personal recognition.

Objectives/actions

1. Attend City Council meetings when appropriate
2. Attend Wednesday market and other public events
3. Support People for Libraries: help library levy campaign *Done with donations, lawn signs*
4. Report measurable results
5. Invite acting City Manager to Friends meetings
6. Letters to the editor
7. Ask our own friends to support library
8. Offer to speak at civic meetings (Chamber, Rotary, etc.) *Some meetings attended as part of the successful Library Levy campaign, November, 2015. The levy passed in all Forest Grove precincts.*
9. Help with Chamber after hours event in Library
10. Fund "library staff requests" in Friends' budget
11. Give volunteer time to staff-initiated programs for public
12. Give moral support to individual staff members: we'd like list of staff members with pictures