

1. Provide cultural education and cultural opportunities for public

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

Objectives/actions

- a. Continue Friends-supported cultural programs at current level: \$3,000 annually.
- b. Continue to support library staff-initiated programs: current budget \$16,300 annually.
- c. Do “everybody reads” or similar community event; Library Staff to take the lead.
- d. Re-start Community Conversations program. Fund program and develop plan for involvement of Friends with Library Staff and volunteers.

2. Recruit, train and retain Board members and volunteers

Recruit, orient, train and encourage active volunteer participation in Friends activities including serving on the Board. Secondly, add members.

Objectives/actions

- a. Continue communication with members through newsletters and email. (Continuing)
- b. Participate in at least one Wednesday market in order to recruit volunteers, advertise Friends.
- c. Add social media to keep in contact with members and recruit new members and volunteers
- d. Increase media exposure of Friends work and accomplishments (No action)
- e. Develop documents to inform public, volunteers and Board about Friends. These can include: (1) Reference/orientation manual for Board, (2) Frequently Asked Questions for public, (3) Definition and role of various library-related groups in the city and county. Determine how these documents and others can be shared by various audiences, e.g., online, posters, printed fliers.

3. 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

- a. Continue twice-a-year used books sales, online sales and ongoing sales cart in library. (Ongoing)
- b. Encourage donations: add donation buttons to website and Facebook page. Add link to Amazon Smile giving
- c. Obtain “swag” starting with book bags, to be used to get our name out and to use as gifts.

4. Enhance image of library in community (advocating, promoting) AND Support Library Staff

Maintain and increase public support for our Library.

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

Objectives/actions

- a. Sponsor Chamber After Hours event in the Library or Library program at Chamber luncheon.
- b. Invite Mayor and City Council to our annual meeting (Ongoing)
- c. Attend City Council meetings when appropriate (Ongoing)
- d. Support People for Libraries: help library levy campaign.
- e. Report measurable results (done in member newsletters)
- f. Invite City Manager to Friends meetings (Ongoing)

- g. Letters to the editor (No action)
- h. Ask our own friends to support library (Ongoing)
- i. Offer to speak at civic meetings (Chamber, Rotary, etc.). (Ongoing)
- j. Fund "library staff requests" in Friends' budget (Ongoing)
- k. Give volunteer time to staff-initiated programs for public (Ongoing).
- l. Give moral support to individual staff members. (Ongoing)
- m. Sponsor off-site gala for library staff (FOL funds have been allocated.)
- n. Fund National Library Week token gifts for library staff members (provided funding so that Library Commission could do this. Done in 2019)
- o. Enhance social media presence with more content for Facebook and website.
- p. Help establish newsletter for Library that combines news about Friends, Foundation, Commission, WCCLS and the Library.
- q. Coordinate with Foundation concerning memorials, capital improvements
- r. Make annual deposits in Friends Reserve Fund for use in future capital projects.

1/20/2020