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TO: Plymouth District Library Board DATE: June 14, 2022
RE: 2nd Quarter Objective Review FROM: Shauna Anderson,
Director

Staff across the library have been working diligently to move forward our objectives for the 2022 fiscal year. Listed below are status updates for each of the projects.

GOAL 1: Promote equity across our community and contribute to a welcoming, inclusive environment for all.

OBJECTIVE 1: Create and implement a set of benchmarks for collection diversity that selectors can use to analyze their collections and guide ordering going forward.

COMPLETED—Collection selectors continue to compile statistics with each of their orders using the benchmarks selected last quarter. Overall, selectors continue to exceed the 30% benchmark for all collections, although we are identifying certain benchmarks which prove harder to satisfy—particularly books that highlight diverse religious traditions.

OBJECTIVE 2: Provide ongoing training opportunities for staff on topics related to equity, diversity, and inclusion. By the end of this year, staff in all departments will report an increase in their understanding of DEI issues and how it relates to their job.

IN PROCESS—A number of librarians took a multi-week course on diversity in library collections as a group. We also offered streaming sessions of PLA virtual conference sessions related to DEI issues to staff across the organization. Additionally, the library has offered staff members paid opportunities to attend PDL's public programs related to diversity—such as the *More Than a Pronoun* program facilitated by Affirmations and an upcoming Juneteenth celebration.

GOAL 2: Increase awareness of library services and resources.

OBJECTIVE 3: Prototype, user test, and install a new website template by the end of this year. Testing will include accessibility analysis.

PAUSED—After prototyping a number of templates, a final template has not been selected. Members of this workgroup continue to test template options to provide a functional online resource for library information.

OBJECTIVE 4: Research options and design a patron onboarding system to help new cardholders or community members become active library users.

IN PROCESS—Community Relation Specialist, Heather Pacheco, is working on the design of a physical packet of information that new cardholders will be given to support the use of their new “membership benefits.” We are also evaluating email marketing systems for next fiscal year that will tie in to our library catalog—helping us provide more relevant email marketing campaigns to our patrons based on their interests.

OBJECTIVE 5: Solidify the library’s brand identity and create a style guide to support public communication efforts going forward.

PAUSED—The updated style guide will be presented to library staff and implemented more formally within the next quarter. We are putting most of our efforts to redesigning our print newsletter. The paper shortage has increased our spending on this important marketing element. The new design will strongly rely on the new style guide.

GOAL 3: Connect with patrons across multiple environments, prototyping services that extend beyond books.

OBJECTIVE 6: Produce at least 10 different outdoor public programs throughout the year.

IN PROCESS—Despite the fact that the book bike has yet to be shipped, our Youth Services team facilitated a number of outdoor experiences this spring, which will continue throughout the summer. Spring events had unlucky weather and did not garner as much participation as a result. As soon as the book bike arrives, we will plan to take it out around the community, but delays in production keep pushing back its arrival.

OBJECTIVE 7: Research and create a proposal for new “library of things” collections, including budget needs, processing guidelines, and circulation procedures.

IN PROCESS—Hotspots & Chromebooks are circulating successfully. We also launched a seed library this past month, in coordination with an enthusiastic group of community volunteers. After securing funding support from the Institute of Electronic and Electrical Engineers and the BOSCH Community Fund, we are working to produce circulating science kits for youth for launch by the end of the fiscal year.

OBJECTIVE 8: Write and submit a grant proposal to update the technology in our meeting rooms to allow for seamless zoom compatibility.

PAUSED—The grant proposal was submitted, and we are awaiting a response from the Dunning Foundation.

OBJECTIVE 9: Re-open the Creative Lab with regular access to at least 4 public programs and a variety of technology and tools for creative pursuits.

IN PROCESS—The Creative Lab continues to support remote 3D printing services. We anticipate with the arrival of the new IT Coordinator, there will be more capacity to expand the availability

of the space. With funding from the BOSCH Community Fund, we will also be adding new tools to the space—including sewing machines, a laser cutter, and a heat press.

GOAL 4: Become a convening space in our community for shared dialog and action.

OBJECTIVE 10: Reconvene the Know Your Neighbor committee.

PAUSED—After communicating with current members of the committee, it became clear that capacity for this effort was not available this current fiscal year. PDL will continue to seek out diversity programming until the committee is able to reconvene.

OBJECTIVE 11: Staff will select key organizations or community meetings to participate in as a library liaison.

IN PROCESS—A small group of staff have been acting as liaisons to key organizations across the community. We meet once per quarter to discuss what we are learning. Although certain relationships are proving to be more fruitful and aligned to collaboration, the effort has helped us learn what it takes to be a stronger asset for those serving our constituents outside our walls.

GOAL 5: Establish benchmarks and formalize procedures in ways that increase organizational clarity and public transparency.

OBJECTIVE 12: A new annual employee evaluation process will be implemented by July 2022 to include job description updates, performance feedback, and professional development goals.

COMPLETED—The management team produced a new template for employee evaluations, and we are currently finishing up our first round of evaluations with the new forms, due July 1. Afterward, a survey is ready to send to staff to learn about how the new process worked for their needs.

OBJECTIVE 13: Create and implement a new information management system for shared files, including information architecture, naming conventions, archiving, and retention policies.

PAUSED—No additional activities have taken place this quarter.

OBJECTIVE 14: Revisit the library policy manual and employee handbook for updates.

IN PROCESS—The management team put together a full policy manual to present to the board in a manner that allows for opportunity for necessary public discourse and consideration. We are currently working through the approval of the Code of Conduct. Larger policies to follow will be our Collection Development, Borrowing, Internet/Computer Use, and Privacy Policies.

OBJECTIVE 15: Re-work our financial system including workflow development, software implementation, and policy updates.

COMPLETED—We are currently using the new financial system.