Ramsey Free Public Library
Serving Our Community
Timeline for Objectives 2004-2007

Goal	Comp. Date	Objective	Description	Estimated Cost	Responsibility
Goal 1:					

Improve the Ramsey Free Public Library to create a more comfortable environment for users	June 2005	1.1	**Evaluate and change the current library space to identify short term improvements that make it easier for people to use the library.**	$155,500	
	January 2004		Identify equipment and furniture no longer required and arrange for temporary offsite storage until it can be sold or offered to other libraries	$2,500	Staff, Interior Designer
	Jan 2004 and ongoing		Schedule a semi-annual "sparkle day" to clear the library of unused/little used items to improve the overall appearance (remove the drapes, paint, clear the store rooms, etc.)	$500	Staff
	March 2004		Replace the circulation service desk with updated furniture that accommodates current functions	$75,000 grant pending with DCA	Bloom
	March 2004		Add a second drop box for media returns	Grant pending with DCA	Bloom, Architect
	Aug. 2004		Engage an interior designer/architect to evaluate the current space and develop recommendations for short term, low cost solutions to improve space	$15,000	Bloom, Board of Trustees
	Aug. 2004		Relocate the children's area and reference area	$50,000	Staff, Interior Designer
	Jan. 2005		Provide more comfortable seating	$5,000	Bloom, Interior Designer
	Jan. 2005		Purchase new tables and chairs for the children's area	$5,000	Bloom, Interior Designer, Bollini
	Jan. 2005		Improve lighting throughout the Library	$2,500	Bloom, Interior Designer
	June 2005		Work with the borough to implement improvements in the library parking lot	0	Bloom, Trustees

	March 2004	1.2	**Create opportunities to highlight and display library resources**	$22,000	
	Ongoing		Create areas for display of new and topical materials	0	Staff
	March 2004		Purchase display tables and shelving	$20,000	Bloom,Interior Designer
	March 2004		Create a display area for community information and flyers	$2,000	Bloom
Goal 2: Create a destination library that enables the trustees and staff to meet their vision for library services by expanding the library	**Dec. 2005**	2.1	**Develop a identify a preferred strategy for expanding or relocating the library**	$75,000 - $$$	
	June 2005		Engage a library building consultant and/or architect to determine the optimal size for an expanded library and explore options for expanding the library at the current site versus a new location	$25,000	Borough, Trustees, Bloom and staff
	June 2005		Incorporate some of the following features into an expanded library design: separate children's room and story room; separate teen area with space for teen materials, computers and listening and viewing stations; a community room with a stage and piano; smaller meeting rooms for tutoring, group projects, small meetings; improved work space for staff		
	Dec. 2005		Engage an architect to develop a concept plan and preliminary costs for the new	$50,000	Architect

Dec. 2005		space Evaluate the various options and costs and agree upon a preferred approach Secure funding and community support for the project	$$, referendum, state grant	Trustees, Bloom, Borough, staff, fundraiser
Dec. 2006	2.2	**Secure funding and community support for the library expansion project**		Trustees, Bloom
March 2006		**Work with the Borough to identify options for financing the new library**		Trustees, Bloom
March 2006		**Obtain a commitment from the Borough for municipal funding**		Borough
June 2006		**Identify the amount of funds to be raised privately and work with a fundraising consultant on a feasibility study for raising funds to support the library project**	$25,000	Trustees, Bloom
Dec. 2006		**Implement a capital campaign to support the library expansion**		Trustees. Bloom

Goal 3: **Expand the library's technology program with a focus on creating an information literate community and a greater technology presence in the library**	Dec 2004	3.1	**Create a greater technology presence in the library**	$30,000	
	March 04		Purchase 6 additional Internet ready PCs for public use	$5,000	Elwell, Bloom
	March 04		Group PCs in a "cluster" to highlight their availability	Grant pending with DCA	Bloom, Interior Designer
	March 04		Purchase additional PCs for staff use in order to streamline work flow and improve efficiency	$5,000	Bloom, Elwell, BCCLS
	June 2004		Purchase additional PCs for the children's area	Friends donation	Bollini, Bloom
	June 2004		Install a wireless network throughout the library	$3,000	Network Consultant
	Sept. 2004		Purchase laptops with wireless cards that can be loaned to patrons for use throughout the library	$3,000	Elwell, Consultant
	Sept 2004		Develop a wireless laptop training center in the library's meeting room	$10,000	Elwell, Consultant
	Dec. 2004		Install flat screens and PCs or tablet PCs on the book stack end panels for easy access to the catalog	$4,000	Elwell, Consultant

Dec. 2004	3.2	**Improve the library's technology infrastructure**	$13,500	
January 2005		Develop a technology plan for the library to provide recommendations for: • Create a server room • Increase bandwidth for Internet access • Upgrade the PC processors	$5,000	Consultant
March 05		Install an LCD projector in the meeting room	$6,000	AV consultant
January 2005		Create a staff intranet for easier sharing of organizational information	$2,500	BCCLS, staff
June 2004	3.3	**Use technology to streamline work routines and improve efficiency**	$2,000	
June 04		Use a dedicated printer and software to produce computer generated spine labels for library materials	$1,500	Bloom, Elwell
Ongoing		Provide training for staff in MSWord, Excel and PowerPoint	$500	Staff

Goal 4: Renew, refresh and expand library collections to focus on current titles and topics in all formats	Ongoing	4.1	**Revisit the current collection development policy**	0	
	Current and ongoing		Develop new selection criteria that reflects demographic changes in the community and changes in people's interests	0	Bloom and staff
			Use BCCLS statistics to review circulation trends of all formats and "dusty book" holdings percentages	0	Bloom and staff
			Analyze current use and trends to determine areas of the collection that need expansion or reduction	0	Bloom and staff
			Develop an ongoing weeding policy to provide shelf space for desirable titles	0	Bloom and staff
			Identify books that are beyond repair and remove from the collection	0	Bloom and staff

	Ongoing	4.2	**Develop collections to meet specific community needs**	$18,000	
	Ongoing		Increase the number of college guides and other college prep materials to assist the high school and families in making college decisions	$5,000	Staff
	Ongoing		Expand the health, travel, gardening, home decoration and cook book collections to meet growing needs of retirees and adult users for more current materials	$10,000	Staff
	Ongoing		Purchase more popular novels in Spanish, Polish, German and other languages that may be spoken or read in the community	$3,000	Staff
	Ongoing		Make it easier for library users to offer suggestions for purchase	0	Bloom, BCCLS
	Ongoing		Communicate new purchases to the community	0	Bloom

		4.3	**Increase accessibility to popular titles and resources**	$50,000	
	June 04		Increase the library materials budget	$50,000	Bloom, Trustees
	June 04		Create shorter loan periods for popular materials to increase turnover	0	
	Ongoing		Review ideas to help create an increased materials budget	0	
			Increase public awareness about the collection through the Borough newsletter, the web site, and library promotional material	0	
Goal 5: **Create opportunities for lifelong learning**		5.1	**Create on going programs to attract all ages to the library**	$41,500	
	June 04		Expand programming for all ages	$25,000 (staff member)	Bloom, staff
	Ongoing		Inform the community about all the library resources available to help them	0	Bloom
	Ongoing		Make the library the "winter venue" for the town with expanded programming	0	Bloom, Staff
	June 04		Expand the budget to include more adult, childrens and teen programming	$10,000	Friends
	June 05		Create a homework help center with tutors and exam night activities	$5,000	Friends, Bollini
	June 05		Develop a series of technology training programs for all ages and especially for	$1,500	Elwell

			retirees and seniors		
	April 04		Use the library for tax preparation when the Borough offices are closed – a tax cram night	0	Bloom
	Ongoing		Develop the skills and a timetable for grant writing to obtain funding to support programs and new services	0	Bloom
Goal 6: **Improve community awareness about the library, its services and programs and build board based support for the library**		6.1	**Create a heightened awareness throughout Ramsey so there is a constant positive "buzz" about the library**	$5,000	
	Dec. 04		Develop a marketing plan for a new logo and public identity for the library	$5,000	Graphic design, marketing
	Ongoing		Work with the local press to ensure regular story placement about the library	0	
	Update annually		Create a brochure about the library and its services for new residents	0	
	June 2005		Use e-mail alerts to inform people about library activities	0	
	Ongoing		Contribute a library news item to the Borough's quarterly newsletter	0	

		6.2	**Develop stronger partnerships with community agencies and schools**	0	
	Ongoing		Work with school administrators and parent groups to identify opportunities for common programs and support services for students, teachers and parents	0	Bloom, Elwell, Bollini
	Ongoing		Work with the schools to place a link to the library on their web sites	0	Bloom
	Ongoing		Identify community agencies and organizations to form alliances with the library	0	Bloom
	Ongoing		Cooperate with local businesses to develop marketing plans that promote library use	0	Bloom

Goal 7: Continue to provide responsive services to meet community needs, staying focused on providing friendly, knowledgeable service		7.1	**Provide opportunities for staff to continue developing a service attitude**	$12,000	
	June 04		Increase the current level of service by providing additional staffing at the service desks during busy hours	$10,000	Bloom, Trustees
	Ongoing		Reexamine staffing patterns	0	Bloom
	Ongoing		Identify staff training and development needs and provide opportunities for staff to learn new skills	$2,000/annually	Trustees
	March 04		Reexamine work flow routines in the technical services area	0	Bloom, staff
	March 04		Streamline work routines in all public service positions	0	Bloom, staff

		7.2	**Analyze physical and technological changes to enhance service**	$10,250	
	March 05		Upgrade the library's phone system	$10,000	Bloom, staff
	June 04		Install a dedicated phone to call other libraries to find out if book is available for pick up	$250	Bloom
	March 04		Create service desks that encourage people to interact with staff	Grant pending	
	March 04		Redesign the library's existing space so good customer service is more easily provided	Grant pending	