



# Newmarket Public Library

## 2016 Business Plan

### DRAFT ONLY

## Igniting Community Dialogue, Discovery & Debate

Key element	Action Item	Success measurement
Collaborative Relationships	Implement Community Advisory Panel for IdeaMarket programs	<ul style="list-style-type: none"> <li># of members</li> <li># of meetings</li> <li># of programs developed with their participation</li> </ul>
Spaces	Explore cooperative programming with Old Town Hall	<ul style="list-style-type: none"> <li># of programs</li> <li># of attendees</li> </ul>
Positioning	Develop plan to complete Era archive to current period	<ul style="list-style-type: none"> <li># of years added</li> </ul>
Resources	Continue redevelopment of website to facilitate public input/comments as well as meet accessibility standards	<ul style="list-style-type: none"> <li>Website launched</li> </ul>
Organization & Operations	Continue to expand community partnership activities	<ul style="list-style-type: none"> <li># new partnerships and activities</li> </ul>



## *Leading a Learning Community*

Key element	Action Item	Success measurement
Collaborative Relationships	Explore collaboration with NewMakelt makerspace	<ul style="list-style-type: none"> <li># of collaborative activities</li> </ul>
Spaces	Introduce MakerHub space and programming (including digital media editing)	<ul style="list-style-type: none"> <li>Service introduced</li> <li># of programs and attendees</li> <li># of customers and projects</li> </ul>
Positioning	Make permanent previous pilot projects to lower barriers for library membership; expand these to include computer use	<ul style="list-style-type: none"> <li># of new memberships in these categories</li> </ul>
Resources	Expand device loan programs	<ul style="list-style-type: none"> <li># new devices</li> <li># of loans</li> </ul>
Organization & Operations	Continue to implement outcome measures for learning role	<ul style="list-style-type: none"> <li>Impact Survey implemented</li> <li>Reported results</li> </ul>



## *Readying Our Capabilities*

Key element	Action Item	Success measurement
Collaborative Relationships	Continue to collaborate with community on expanded broadband connectivity	<ul style="list-style-type: none"> <li>• Progress of project</li> </ul>
Spaces	Develop strategy for future facility and service delivery options	<ul style="list-style-type: none"> <li>• Strategy developed</li> </ul>
	Establish remote outreach library service	<ul style="list-style-type: none"> <li>• Service developed and implemented</li> <li>• # of events</li> <li>• # of residents served</li> </ul>
Positioning	Continue marketing campaign to promote e-resource use	<ul style="list-style-type: none"> <li>• # of ads/online impressions</li> <li>• Click-through rates</li> <li>• E-resource use statistics</li> </ul>
Resources	Expand online services	<ul style="list-style-type: none"> <li>• # new services</li> <li>• Use of services</li> </ul>
Organization & Operations	Expand marketing campaign to promote fundraising program	<ul style="list-style-type: none"> <li>• Strategy developed</li> <li>• # actions taken</li> <li>• Community response</li> </ul>
	Continue to redirect staff resources to align with strategic plan	<ul style="list-style-type: none"> <li>• # weekly hours added/redeployed</li> </ul>