

Provide sound stewardship for the investments and infrastructure of the Two Harbors Public Library

Establish Two Harbors Public Library Fund as stable and strategic funding source

- 2022: Fully endow fund; begin informational scan of fundraising opportunities; create THLF online presence including online giving
- 2023: establish annual signature fundraising event

Audit and update physical library infrastructure

- 2022: put out bids for roof and restroom repair; seek funding opportunities for public restroom update; confirm winning bids through council; vendor completes work
- 2023: submit final grant report for roof repair grant; complete accessibility building audit
- 2024: set priorities based on building audit's recommendation

Audit library collection and space to maximize browsability and patron experience

- 2022: set weeding and inventory schedule; map out and define early collection and assess future needs; assess current shelving plan and research potential improvements
- 2023: Benchmark non-fiction categorization and assess age delimitation opportunities; research funding and function of new front desk and staff area
- 2024: research funding and function for new shelving upstairs

Identify and maintain clear funding sources and priorities

- 2022: draft and approve Financial Reserves Policy; set 2023 grant priorities
- 2023: set 2024 grant priorities
- 2024: set 2025 grant priorities

Ensure clear, consistent, and timely messaging through marketing and communications plan

Standardize library communication through style guide

- 2022: update library logo, research and launch style guide; centralize electronic communication through email work plan
- 2023: assess in-house communication through internal sign audit; update internal communications to match style guide

Increase awareness of library offerings through regular newsletter

- 2022: set goals and guidelines for online newsletter; launch rebranded online newsletter

- 2023: assess efficacy of online newsletter
- 2024: research print newsletter capacity

Spark conversation and connection through web presence

- 2022: set goals and guidelines for social media
- 2023: focus group click maps with patrons; update site flow with common questions and needs; create website audit schedule
- 2024: begin website audit schedule

Recruit and retain library stakeholders through clear compensation and growth opportunities

Pilot partner staffing models for additional library support

- 2022: design summer VISTA role; recruit, run, and assess
- 2023: assess partnership and feasibility of year-round staff
- 2024: research feasibility of internship and practicums

Update Library Personnel Manual to benchmark with city bargaining units

- 2022: informational scan of library and city personnel policies and AFSCME and THSEA contracts; ensure benefits for Library Director and remove Library Director from THSEA unit; standardize onboarding practices across library and city
- 2023: research funding plan for all full-time staff receiving full benefits; discuss implementation plan with board

Create and track professional development procedures

- 2023: research peer library policies
- 2024: launch pre and post assessment

Maximize volunteer time through clear onboarding and communication

- 2022: create job descriptions for board members; pilot liaison roles within stakeholder groups; review board standing committees; assess onboarding documents for stakeholders
- 2023: assess workflow; research professional development needs for stakeholders

Secure and share local history through standardized archives

Standardize scope of physical archival space

- 2022: draft Archives Policy; centralize all archival holdings within the library
- 2023: catalog archival materials not in the system; research needs for archival quality storage

Provide digital access of archival and local history materials

- 2022: add archival information to library website
- 2023: research digitization best practices; prioritize digitization goals; launch Omeka site to highlight offerings and allow patrons to donate digital copies
- 2024: plan, run, and assess programming series on local history site navigation; research oral history project capacity

Deliver consistent and impactful programming and literacy events for patrons of all ages

Standardize program planning cycle and programmatic best practices across age groups

- 2022: assess capacity for new asynchronous programming; research programming policies; begin program planning cycle; pilot Project Outcome assessment
- 2023: increase Every Child Ready to Read initiatives in children programming; set 2024 programming goals and benchmarks
- 2024: implement identified goals and benchmarks

Maximize staff investment through partnerships and priorities

- 2022: audit current programming partnerships; draft partnership parameters and agreements
- 2023: finalize partnership parameter agreement; create and sustain new partnerships based on recommendation from 2022 partnership audit