

BRIDGE TO THE FUTURE

RUSSELL LIBRARY

Strategic Plan

Report to the Community, January 2014

A key component of the Library's new Strategic Plan is to report to the community on our progress. This report on what we accomplished over the past six months is shaped around the four goals of the plan.

Community Leadership: The Library will extend its reach and share its resources to enhance its benefits to the community.

- Children's Services launched a monthly brochure listing a wide variety of programs.
- Extended library services to senior facilities.
- Library Board President informed the Chamber of Commerce's Central Business Bureau about our services.
- Linked up with Chamber of Commerce programs to better serve small businesses.
- The "Mental Health Matters" series, co-sponsored by River Valley Services, reached an appreciative audience.
- Our new Strategic Plan was spotlighted in the national journal *Public Library Quarterly*.
- Otakus, our Asian-themed teen club, was featured in *VOYA*, a national magazine on teen library services.
- Provided assistance to 30 individuals to "navigate" health insurance options under the Affordable Care Act.
- Worked closely with public, private and pre-schools.

Effectiveness and Efficiency: We will aggressively upgrade the Library's operations and strengthen its financial status.

- A. R. Mazzotta Employment Specialists sponsored a concert with an \$800 donation.
- City Council approved \$30,000 for public and staff computers, security cameras, and silent alarms.
- Connecticut Humanities awarded us a \$995 grant and Middletown Rotary Club approved \$250 grant for the 5th Middletown International Film Festival.
- Family donated \$250 for our "wonderful children's library programs" as they prepared to move out of state.
- Friends of the Library approved \$4,335 in new funds for programs and materials.
- Middletown Commission on the Arts approved \$1,000 grant for a dance program and class for youngsters.
- Retired librarian donated \$1,200 to strengthen our print references resources in health information.
- Yankee Gas donated \$7,835 to improve energy efficiency through the Neighborhood Assistance Act.

Inventiveness: We will adopt a more active and forward-looking profile to address our patrons' interests in the areas of our collections, our services and our programs.

- We established FY 2015 Budget objectives around four central elements in new Strategic Plan.
- Job and Career programs continued strong, serving 348 job-seekers in the September-November period.
- Library Board members attended a technology conference with other Library Trustees from around the state.
- Patrons gained access to 150 downloadable magazine titles through the Zinio digital magazine service.
- Began circulating Parenting Bags of books & DVDs.
- Staff meetings focused on planning and prioritizing implementation of the Strategic Plan.
- Russell Readers book discussions and Russell Writers creative writing series themes set for 2014.
- Staff attended workshops on children's grants, hazardous materials, operations, and technology.

Russell Library as a Place: The Library will become an even more welcoming, hospitable and comfortable community cultural center.

- Concert-goers (293!) are greatly enjoying Baldwin Grand Piano, loaned by the Noyes School of Rhythm.
- Installed energy efficient windows through tax credit grant from Yankee Gas.
- Installed metal railings on the front porch of the church building and trimmed bushes fronting Broad Street.
- Investigating better use of the Courtyard area through an architectural-engineering study.
- Mayor Drew toured vacant adjoining building; contractor will prepare report on cost of renovation in early 2014.
- Readers Theatre with community actors enthralled 122.
- Staff at new Lobby Reference Desk answered 646 questions in its 1st month, increasing total reference assistance by 27% over the same month in 2012.
- Staff received training and building tour for new Emergency Response Procedures.
- TLB Architecture prepared specifications and bids for Exterior Renovation Project, through City Council Bond Issue; contractors selected for project to begin in 2014.