

# Hanover Public Library Strategic Plan – New goals 2021

## 1. Increase Library Usage:

Given the pandemic, change the focus of this priority to virtual usage and providing more offerings that our community and members can access without attending in person.

**Goal:** To create more online interactive and passive programming for adults and children. Examples might be “Coffee with” style group gatherings or ‘chats’ on an online platform, with library staff talking about books and services, or local people, authors, experts or staff talking about topics of interest, or recorded video and audio virtual town tours.

**Measurables:**

- Number of events or programmes created.
- Number of attendees per event.
- Positive feedback.
- Increasing audience numbers over time.

Time: 2021-2022.

Also, focus on reaching out and encouraging people to visit the library, and re-establish the habit of using the library, once the library is open again.

**Goal:** To encourage users to discover our library or come back in for in-person core services, establish regular library habits, and increase in library use after indoor service is restored. Methods might include outreach to target groups and new developments and recently purchased properties, including enticing library information in new resident info packs, postcard drop/ mailing etc.

**Measurables:**

- Number of people visiting the library increasing to 75% of 2018 level.
- Positive feedback.
- Repeat visits by established members increasing over time.
- Circulation of physical materials increasing to 75% of 2018 level.

Time: Measure over two years from 2021 (when fully open) – 2023.

## 2. Enhance and strengthen technology:

This priority is even more important during and following the pandemic as so many services and opportunities are available primarily online. People have the incentive. Library can help with the equipment, connectivity and know-how to bridge the digital divide.

**Goal:** Implement an Internet Hotspot Lending service, to bring online connectivity to library members, allowing them to discover the online world and library virtual resources, or making the Internet available more conveniently in a portable form, especially to support online learning.

**Measurables:**

- Show increasing use month on month to a target 80% of devices in use.
- Survey users for feedback, aiming for 80% positive feedback.
- Gather anecdotal evidence of the real use and impact of the service.

Time: 12 months beginning July 2021.

All other existing Strategic Plan goals are suspended, but may be worked on if and when appropriate and board/staff capacity permit.