

Fresno County Public Library

Long Range Goals and Objectives

2004 - 2006

Mission

Your Fresno County Library provides books, technology, programs, services and more to inform, enlighten and entertain people of all ages.

Vision

Fresno County residents of all ages will have free access to library services and materials to enhance the quality of their lives and further life-long learning.

BUSINESS AND CAREER INFORMATION

GOAL #1: County residents will make use of information needed to start, operate, and expand their own small businesses.

Objectives

1. The circulation of materials in varied formats on small business development in all library locations Countywide will increase 5% each year
2. The use of business-related electronic materials including databases, collections of web links and FAQ's (Frequently Asked Questions) will increase by 10%.
3. Attendance at classes on small business topics will increase 5% each year.

GOAL #2: County residents of all ages will make use of information to help them choose and/or change careers.

Objectives

1. The circulation of materials in varied formats on self-assessment and career choices for residents of all ages will increase 5% each year.
2. Career Centers will be available in 20% of all branches by 2006 and the number of users will increase 10% each year.

GOAL #3: Jobseekers will make use of information and services to help them obtain employment and to advance in their careers.

Objectives

1. Attendance at adult and teen programs related to job searching and job preparedness will increase by 5% each year.
2. The use of Library web pages listing job opportunities and job hunting resources will increase 10% each year.
3. The use of an online job test preparation resource will be available by 2004 and from then all use will increase 10% each year.
4. Users of job consulting services and programs will indicate that the materials and services met their needs at least 80% of the time.

CURRENT TOPICS AND TITLES

GOAL #1: County residents of all ages will make use of popular materials on current topics in a variety of formats and languages, and receive assistance in the selection of reading materials.

Objectives

1. Use of (youth and adult) popular materials, fiction and audio-visual materials will increase by 5% each year.
2. Use of recreational and popular interest online materials will increase by 3% each year.
3. Use of audio services (Dial-a-Story) will increase by 3% each year. (Use of library created readers' advisory tools, including bibliographies and pathfinders will increase by 5% each year.)
4. Use count for Novelist and Readers Advisory library web page will increase by 3% each year.
5. Number of attendees of Find That Book, an introductory class on using electronic readers' advisory materials, will increase by 1.5% each year.
6. Users will place 5% more material requests each year.
7. Users will receive their requests for a best seller in 3 months.

GOAL #2: County residents of all ages will make use of programming that meets their recreational and popular interest needs.

Objectives

1. The public will have the opportunity to attend at least 3% more programs county-wide each year.
2. Number of participants in programs on current topics and popular interest will increase by 5% county-wide each year.
3. 85% of library program attendees will indicate satisfaction when surveyed.

FORMAL LEARNING

GOAL #1: County residents, Pre-K through adult, who are in formal learning programs, will use materials and resources in relevant formats to support their academic goals.

Objectives

1. Use and circulation of curriculum related print resources will increase by 2.5% each year.
2. Use of electronic databases and library homework help web pages will increase by 8% each year.

GOAL #2: County residents in formal learning programs of will use equipment and space which support their educational pursuits.

Objectives

1. Patrons will use dedicated Homework Help programs in 15% of all branches by 2006.
2. Patrons will consult library staff and services to answer reference questions in all locations, increasing by 5% each year.
3. Patron access to computers will increase by at least 10% overall county-wide, through terminals and/or laptop ports by 2006.
4. Patrons access to study space countywide will increase by 15% by 2006.

GOAL # 3: County youth in formal learning programs of grades 4-8 will access learning opportunities to increase information literacy skills related to finding, evaluating, synthesizing, and using information effectively.

Objectives

1. 5% of county-wide schools will access library outreach instructional services each year.
2. Use of tutorials for self-learning, both in print and on library web pages will increase by 5% each year.

LIFELONG LEARNING

A library that provides lifelong learning service helps address the desire for self directed personal growth and development opportunities.

GOAL #1: County residents of all ages will gain new knowledge and skills from library programs, classes and materials.

Objectives

1. Attendance at classes about finding information on the Internet and in the Library's subscription databases will increase by 5% each year.
2. Eighty percent of patrons participating in classes about finding and evaluating information online will indicate that their skills improved.
3. The number of visits to Library web pages that recommend other Internet resources will increase by 5% each year.

GOAL #2: County residents of all ages attend programs which foster lifelong learning.

Objectives

1. The number of children, ages 0-5, their parents and caregivers who participate in library programs will increase by 1% each year.
2. The number of youth, ages 5-18 who participate in library programs will increase by 1% each year...
3. Attendance at adult library programs other than classes about finding and evaluating information online will increase by 5% each year.

GOAL #3: County residents of all ages will use current and authoritative library materials in appropriate formats and languages to meet their life long learning needs.

Objectives

1. Circulation of non-fiction materials will increase by 3% each year at each branch.
2. Circulation of non-fiction materials in languages other than English will increase by 3% each year.
3. The number of articles retrieved from the Library's subscription databases by patrons outside library branches and inside branches will increase by 10% and 5% respectively each year.

GOAL #4: County residents of all ages will consult skilled library staff to answer questions and locate appropriate resources to meet their life-long learning needs.

Objectives

1. The number of questions answered in the library, by telephone, by the Library's email reference service and by 24/7 service combined will increase by 5% each year.

BASIC LITERACY

Goal # 1: Fresno County residents of all ages will be able to read and write in English, compute and solve problems at levels of proficiency to function in society.

Objectives

1. The number of learners enrolled and the number of tutors trained in the Adult Literacy Program will increase by 5% each year.
2. At least 30% of learners enrolled in literacy services will accomplish one or more of their goals each year.
3. The number of families enrolled in the Families for Literacy program will increase by 5% each year.
4. Use of literacy/ESL materials will increase by 30% by 2006.
5. Participation in programs that promote early literacy skills for Fresno County youth, ages 0-5 years, and their parents or caregivers, will increase by 1% each year.

LOCAL HISTORY AND GENEALOGY

GOAL #1: County residents will use comprehensive collections in various formats about the history of their individual communities.

Objectives

1. Use of the local history web pages and the San Joaquin Valley Photo Heritage web pages will increase by 10% each year.
2. The number of Fresno County historic photos available on the San Joaquin Valley Photo Heritage web pages will increase 10 % each year.
3. The number of local history and preservation programs offered Countywide will increase by 10% each year and total attendance at these programs will increase by 3-5% each year.
4. One new local history publication/compilation will be published by the Library staff each year.
5. Microfilming of the back files of one community newspaper will be completed each year.

GOAL #2: County residents will use basic resources to facilitate family history research.

Objectives

1. Use of AncestryPlus, a genealogical online subscription available to in-Library users in all branches, will increase 10% each year.
2. The number of genealogical research programs presented or sponsored by the Library and the attendance at these programs will increase by 3-5% each year.