



Library Levy SMART Objectives: March 2024 (specific, measurable, achievable, relevant, and time-bound)

Patrons Cards:

Measurable Objectives:

By March 2025, increase the average monthly new Library card sign-ups by 5%

- Average monthly new Library card sign-ups September 2023 – February 2024 = 179
- Goal for average monthly Library card signups March 2024- February 2025 = 188

By December 2024, increase the number of Library Card Holders by 5%.

By December 2025, increase the number of Library Card Holders by 15%.

- Current number of Library Card Holders = 20,746
- Goal for December 2024 number of Library Card Holders = 21,783
- Goal for December 2025 number of Library Card Holders = 23,858

How we will reach the objectives:

- Expand Library Card signup by having at least one signup outreach event per quarter
- Improve promotion of the Library to the community by expanding our social media and online communication
- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach
- Expand Library hours to be open to the public 7 days a week
- Expand Bookmobile service from 3 to 6 days a week
- Increase engagement with existing card holders (so fewer cards are deleted from the system due to non-use)
 - Increase community's perception of safety at the Library by hiring safety specialists and improving the welcoming atmosphere of the Library
 - Provide increased programming for adults, families and youth. (see programming objectives below)
 - Increase youth services programming (see youth services objectives below)

Library & Bookmobile visitors:

By March 2025, increase the average number of monthly Library visitors by 15%.

- Average monthly main Library visitors September 2023 – February 2024 = 8,501
- Goal for average monthly main Library visitors June 2024- February 2025 = 9,776

By March 2025, increase the number of monthly Bookmobile visitors by 40%.

- Average monthly Bookmobile visitors September 2023 – February 2024 = 751
- Goal for average monthly Bookmobile visitors June 2024- February 2025 = 1,052

How we will reach the objectives:

- Expand Library hours to be open to the public 7 days a week
- Improve promotion of the Library to the community by expanding our social media and online communication

- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach
- Provide increased programming for adults, families and youth. (see programming objectives below)
- Increase community's perception of safety at the Library by hiring safety specialists and improving the welcoming atmosphere of the Library
- Promote improved technology support and resources (see technology objectives below)
- Expand Bookmobile service from 3 to 6 days a week
- Utilize the Bookmobile in at least one outreach event per quarter

Circulation:

By March 2025, increase electronic circulation by 15%.

- Total electronic circulation March 2023 – February 2024 = 78,223
- **Goal for total electronic circulation March 2023 – February 2024 = 89,956**

By March 2025, increase overall circulation by 15%.

- Total circulation March 2023 – February 2024 = 264,798
- **Goal for total circulation March 2023 – February 2024 = 304,518**

By March 2025, expand use of Library's electronic databases (Chilton, Mango Languages, LinkedIn Learning) by 25%.

- Mango average monthly sessions September 2023 – February 2024 = 626
- **Goal for average monthly Mango Sessions March 2024- February 2025 = 783**
- Chilton average monthly searches September 2023 – February 2024 = 36
- **Goal for average monthly Chilton Searches March 2024- February 2025 = 44**
- LinkedIn Learning monthly average activated seats November 2023 – February 2024 = 37
- **Goal for LinkedIn Learning monthly average activated seats March 2024- February 2025 = 46**
- LinkedIn Learning average course views November 2023 – February 2024 = 30
- **Goal for LinkedIn Learning average monthly course views March 2024- February 2025 = 37**

How we will reach the objectives:

- Invest funds in the Advantage Program to increase availability of items to our patrons
- Expand promotion of Libby/MontanaLibrary2Go & Library's electronic databases through social media and website engagement
- Expand Library Card signup by having at least one signup outreach event per quarter
- Expand access to checkout by having the Bookmobile provide service 6 days a week
- Expand access to patrons by increasing open hours to 7 days a week
- Improve promotion of the Library to the community by expanding our social media and online communication
- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach
- Implement automatic renewal options as soon as they are available through the Montana Shared Catalog
- Improve efficiency and effectiveness of Collection Development (see Collection Development Goals)

Patron Interactions:

By March 2025, increase the average monthly direct assistance interactions provided to patrons by 10%.

- Average monthly direct assistance interactions provided to patrons September 2023 – February 2024 = 7,674
- **Goal for average monthly direct assistance interactions provided to patrons March 2024- February 2025 = 8,441**

How we will reach the objectives:

- Increase staff training on customer service---including reference interviews and technology support
- Expand Library hours to be open to the public 7 days a week
- Expand Bookmobile service from 3 to 6 days a week

- implement a KP Desk schedule that ensures coverage whenever the Library is open
- By September 2024, implement a “Book-A-Librarian” program
- Improve statistical recording keeping of staff interactions
- Improve promotion of the Library to the community by expanding our social media and online communication
- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach

Adult Programming & Community Engagement:

By March 2025, increase average monthly attendance at general adult programming by 40%.

- Average monthly attendance at general adult programming September 2023 – February 2024 = 176
- Goal for average monthly attendance at general adult programming March 2024- February 2025 = 246

Increase adult program events to 5 programs a month by June 2024

- Goal largely met = February = 5, March = 4, April = 5
Will be assessing staff capacity in the Fall of 2024 and will create new goal.

NOTE: We are defining events as separate programs (author talks, winter speaker series, community celebrations...) as opposed to our smaller regular monthly programs such as book clubs and memory café.

During the Summer 2025 session, expand “Summer Music” program to average over 120 weekly attendees

- Average attendance at Summer Music for 2023 was approximately 80 people per event.
- Goal for Summer Music 2025 = 120
Plan to assess success and staff capacity at the end of the Summer 2024 session and may modify objective.

How we will reach the objectives:

- Create more advertisements for events that are eye catching and thought provoking
- Take public recommendations for speakers at every speaker event
- Print table toppers for “events this week” by February 2024
- Improve promotion of the Library programs to the community by expanding our social media and online communication
- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach
- Host bi-monthly technology cafes, and/or public training events as it relates to library resources and patron needs
- Hold engaging community programs such as author talks, armchair traveler, music, etc.
- Start providing 6-week Language Classes with community members who speak fluently
- ASL, German, Spanish, etc. (combine with promotion of Mango Languages)
- Plan and provide basic and intermediate Computer Classes (combine with promotion of LinkedIn Languages)
- Plan and provide a “Technology Fair” with the IT Department
- Plan and provide “We Learn” programs to teach various different classes, i.e. knitting, scrapbooking, painting, photography with an iPhone, etc. (combine with promotion of LinkedIn Languages)
- Expand community engagement by participating as a partner in community events at least twice a quarter (Examples: Town Parades, No More Violence Week, Community tabling events, Raising Readers events, Teen council)

Online Engagement

By December 2024, increase number of social media followers by 10%.

- # of social media followers March 2024 = 5,048
- Goal for # of social media followers December 2024= 5,553

By December 2024, increase monthly engagement on social media by 10%.

- Instagram and Facebook monthly engagement from Aug 18 to Nov 15 = 4,700
- Goal for average monthly Instagram and Facebook engagement January 2024- December 2024 = 5,170
- Instagram and Facebook monthly reach from Aug. 18 to Nov. 15 = 65,133 per month
- Goal for average monthly Instagram and Facebook engagement January 2024- December 2024 = 71,646

By December 2024, increase monthly web sessions and web page views by 10%

- Average monthly web sessions July 2023 to February 2024 = 8,476

- Goal for average monthly web sessions March 2024 – December 2024 = 9,323
- Average monthly web page views July 2023 to February 2024 = 13,782
- Goal for average monthly web sessions March 2024 – December 2024 = 15,161

How we will reach the objectives:

- Continue to create engaging social media content. Analyze trends in engagement to increase performance.
- Improve collaboration with partner organization to create more followers
- Redesign Library website with new Logo

Youth Services Programming and Community Engagement:

By March 2025, average monthly attendance at Youth Services programming (family programs and programs for children 0 – 18-years old) will increase by 15%.

- Average monthly attendance for Youth Services programming September 2023 – February 2024 = 799
- Goal for average monthly attendance for Kids Place programming March 2024- February 2025 = 919

By March 2025, the average number of Youth Services programs will increase by 10%.

- Average number of Kids Place programs September 2023 – February 2024 = 19
- Goal for average number of Kids Place programs March 2024- February 2025 = 20

During Summer Reading 2024, participation in Reading Rewards program old will increase by 10%.

- Summer Reading 2023 prizes distributed = 1522
- Goal for Summer Reading 2024 prizes distributed = 1,674

During Summer Reading 2024, participation in Loot Box program will increase by 15%.

- Summer Reading 2023 Loot Boxes distributed = 110
- Goal for Summer Reading 2024 prizes distributed = 127

How we will reach the objectives:

- By December, 2024, all YS staff will facilitate their own programs
- By December, 2024, we have at least 1 well-attended weekly, biweekly, or monthly early childhood program away from the Library (Examples: Toddler Time at Paris' Young Parents, Storytime or Toddler Time at Op Inc, Head Start, or Cameron Center)

Long-term goal: 80% of students in Great Falls will start kindergarten ready to learn to read.

- From Great Falls Public Schools: This fall, our assessments indicated that 71% were at a 70% or better this fall on the Boehm. This would mean that 71% arrived ready to learn in Kindergarten. Just a note, next fall, we will begin using a different Kinder entry assessment.

This goal will require effort across the community. We are already partnering with the Raising Readers Committee. The Library will assist in this effort by meeting the following objectives.

- By December 2024, the Library will host at least one event that expands marginalized parents' awareness of their role as their children's first teachers. (Examples: Conversations Count and/or Mind in the Making training at Cascade County Detention Center, Paris Gibson's Young Parents, YWCA, Cascade County Juvenile Detention Center, Cameron Center)
- By December, of 2024, increase Dolly Parton's Imagination Library sign-ups by 25%. Currently, we have 1,900 sign-ups. $1.25 \times 1,900 = 2,375$ kids (Kids also age out of the program when the turn 5)
 - Engage more stakeholders to recruit their clients/students, gain new insights (Examples: Indian Family Health Service, Toby's House, Benefis, Great Falls Clinic, Health Department, Cameron Center etc.)

Technology:

By March 2025, increase average monthly unique users of Library Wi-Fi (bookmobile & main library) network and public computers by 10%.

- Average monthly unique users of Library Wi-Fi (bookmobile & main library) September 2023 – February 2024 = 1,150
- **Goal for average monthly unique users of Library Wi-Fi (bookmobile & main library) network March 2024- February 2025 = 1,264**

By March 2025, increase average monthly Library Wi-Fi (bookmobile & main library) network and public computers usage sessions by 18%.

- Average monthly usage sessions of Library Wi-Fi (bookmobile & main library) network and public computers September 2023 – February 2024 = 7,518
- **Goal for average monthly usage sessions of Library Wi-Fi (bookmobile & main library) network and public computers March 2024- February 2025 = 8,871**

How we will reach the objectives:

- Expand Library hours to be open to the public 7 days a week.
- Expand Bookmobile service from 3 to 6 days a week.
- Improve Library technology resources by upgrading the public access computers
- Improve promotion of the Library to the community by expanding our social media and online communication
- Improve promotion of the Library to the community by expanding community engagement with partner agencies and direct outreach
- Improve IT communication between staff and IT staff to address day to day IT problems to increase reliability and use of Library technology
- Create a staff technology survey to distribute to staff to have a better understanding of their technology needs within the building and possible remote working situations that may arise. Respond appropriately to all issues raised.

Collective Development Objectives:

By July 1, 2025, increase efficiency of Technical Services Department ordering/receiving/cataloging as measured by increasing the number of items processed in FY2025 by 20%.

- FY2023 Technical Services # of processed items = 6,800
- **Goal for FY2025 Technical Services # of processed items = 8,160**

By March 2025, improve patron access to materials. (see circulation objectives above).

How we will reach the objectives:

- Transition and train new staff
- Implement 9XX ordering system with main Library vendor (Baker & Taylor)
- Once 9XX ordering transition complete, implement EDI system for cataloging of new materials
- Develop regular schedule of reviewing any Catalog records marked for review by the Montana Shared Catalog
- Work within the Partners to implement collaborative collection development to provide both more access to high demand items and to expand access to a wider range of mid-list items.
- Develop regular schedule of collection analysis to improve purchasing, weeding and collection development