

## **CHECKLIST FOR PLANNING AND MARKETING**

1. The library has an ongoing plan for studying the community and reviewing demographic data.

Completed    In progress    Not planned

2. The library staff uses a variety of methods to gather data about the community.

Completed    In progress    Not planned

3. The library has an annual planning program to establish the current needs and priorities of the library.

Completed    In progress    Not planned

4. The library has as ongoing priorities the essential library services of effective reference service, effective access and use of electronic information, good circulating collections and well-marketed interlibrary loan.

Completed    In progress    Not planned

5. Improvements in library services and programs are evaluated yearly.

Completed    In progress    Not planned

6. The library facility is evaluated once a year for welcoming atmosphere and effective function.

Completed    In progress    Not planned

7. The library has identified projects for future development of library programs and services.

Completed    In progress    Not planned

8. The library has a plan for marketing the collections and services that is reviewed and updated at least annually.

Completed    In progress    Not planned

9. The library uses a selection of the publicity techniques on a regular basis.

Completed    In progress    Not planned

10. Information on the library is sent regularly to key community organizations and community leaders.

Completed    In progress    Not planned

11. The library partners with other community groups to accomplish specific objectives.

Completed  In progress  Not planned

12. The library has planned and will be marketing an appropriate level of service to support community services and community economic development.

Completed  In progress  Not planned

13. The library has planned and will be marketing an appropriate level of service to the local business community.

Completed  In progress  Not planned

14. The library has planned and will be marketing an appropriate level of service to any significant ethnic or cultural populations in the community.

Completed  In progress  Not planned

15. The library has planned and will be marketing an appropriate level of service to community residents to have English as a second language.

Completed  In progress  Not planned

16. The library has planned and will be marketing appropriate library services for the community's major recreations, hobbies and special interests.

Completed  In progress  Not planned

17. The library has planned and will be marketing an appropriate level of service to children and young families.

Completed  In progress  Not planned

18. The library has planned and will be marketing an appropriate level of service to those who work with children.

Completed  In progress  Not planned

19. The library has planned and will be marketing an appropriate level of service to young adults, defined as community residents between the ages of 11 and 17.

Completed  In progress  Not planned

20. The library has planned and will be marketing an appropriate level of service for older adults, defined as those over 55 years of age.

Completed  In progress  Not planned

21. The library has a written plan for compliance with the Americans with Disabilities Act that is reviewed at least every two years.

Completed  In progress  Not planned

22. The library offers special assistance for disabled persons.

Completed  In progress  Not planned

23. The library staff has received training in dealing with those who are elderly, disabled or in fragile health.

Completed  In progress  Not planned