

ALBANY PUBLIC LIBRARY BOARD OF TRUSTEES MEETING
July 12, 2016
Howe Branch at 6:00 pm

❖ *Albany Public Library educates, entertains, and empowers our community.* ❖

Call to Order – 6:00 pm

Swearing in of Matthew Finn and Karen Strong – 6:00 to 6:05 pm

Adoption of Agenda – 6:05 to 6:10 pm

Public Comment (comments limited to no more than 5 minutes per person) – 6:10 to 6:15 pm

Minutes – 6:15 to 6:20 pm

Treasurer's Report and Check Register – 6:20 to 6:25 pm

Committee Reports – 6:25 to 6:30 pm

UHLS Report – 6:30 to 6:35 pm

Director's Report – 6:35 to 6:45 pm

Review Policies and Procedures Grid – Discussion/Action – 6:45 to 6:50 pm

Unfinished Business

- Action Items from Annual Board Self-Evaluation – Discussion/Action – 6:50 to 7:00 pm

New Business

- Appoint Board Treasurer – Discussion/Action – 7:00 to 7:05 pm
- Elect Board Officers – Discussion/Action – 7:05 to 7:15 pm
- Approve Board Meeting Schedule for 2017 – Discussion/Action – 7:15 to 7:20 pm
- Make Board Committee Assignments – Discussion/Action – 7:20 to 7:25 pm
- Quarterly Update on Strategic Plan – Discussion – 7:25 to 7:35 pm
- Counsel Presentation on Legal Liabilities – Discussion – 7:35 to 7:50 pm

Public Comment (comments limited to no more than 5 minutes per person)

Executive Session (if necessary)

Adjournment – 7:55 pm

Next Meeting – Aug. 9 at Bach Branch

DRAFT MINUTES

Meeting of the Board of Trustees of the Albany Public Library June 14, 2016 Arbor Hill/West Hill Branch

TRUSTEES IN ATTENDANCE: Mary-Ellen Piché (president), Timothy Smith (vice president), Andrew Bechard (vice president for finance), Arlene Way (secretary), Alison Calacone, Brenda Robinson

LATE ARRIVAL: Donna Dixon (6:02), Elissa Kane (6:26 pm)

ABSENT: Michael Neppi

ALSO IN ATTENDANCE: Scott Jarzombek (executive director), Melanie Metzger (assistant director), Mary Cullinan (chief fiscal officer), Stephanie Simon (public information officer), Chris Sagaas (head of branches for Arbor Hill/West Hill, Washington Ave.), Robert Schofield (counsel), John Dixon (outgoing trustee)

CALL TO ORDER: The meeting was called to order by Piché at 6:00 pm.

SWEARING IN OF BRENDA ROBINSON: Piché performed the swearing-in ceremony for Robinson, who started a one-year term as trustee.

ADOPTION OF AGENDA: Way made a motion, seconded by Smith, to adopt the agenda. The motion was approved unanimously.

PUBLIC RECOGNITION OF OUTGOING TRUSTEES: Piché publicly thanked Davis, whose temporary term ended in May, and Smith and Dixon, whose five-year terms conclude at the end of June, for their service to the board and the library.

PUBLIC COMMENT: There were no comments from the public.

MINUTES: The draft minutes from the May 10 board meeting minutes were reviewed. Dixon made a motion, seconded by Way, to approve the minutes as written. The motion was approved by a vote of 6-0-1 (with Bechard abstaining).

TREASURER'S REPORT AND CHECK REGISTER: The treasurer's report (covering finances from Jan. 1 through April 30) will be filed. The updated check register (covering May 12 through June 15) was reviewed by the trustees. Bechard made a motion, seconded by Smith, to accept the updated check register and approve it for payment. The motion was approved unanimously.

POLICY AND GOVERNANCE COMMITTEE: Dixon noted that the report was included in the board packet.

TRUSTEE COMMITTEE CHOICES: Piché briefly reviewed this topic.

UHLS REPORT: Way briefly discussed the most recent Upper Hudson Library System meeting that she attended.

EXECUTIVE DIRECTOR'S REPORT: The report was provided in the pre-meeting packet and briefly discussed by Jarzombek.

POLICY & PROCEDURES GRID: Metzger reviewed the grid with the trustees. The board then considered two updated policies and one procedure.

Meeting Room Request Guidelines and Policy: This policy was most recently reviewed and revised by the board in May 2015. The updated policy contains some new language designed to clarify it. After review by the Policy and Governance Committee and full board, Smith made a motion, seconded by Dixon, to approve the amended Meeting Room Request Guidelines and Policy. The motion was approved unanimously.

Tobacco Use Policy: This policy was most recently reviewed and revised by the board in June 2014. The updated policy contains some new language to clarify that use of tobacco products is prohibited in all library-owned vehicles. After review by the Policy and Governance Committee and full board, Dixon made a motion, seconded by Way, to approve the amended Tobacco Use Policy. The motion was approved unanimously.

Customer Banning Guidelines Procedure: The procedure was updated to allow banned patrons under age 18 to visit the library with an adult parent or guardian supervision during the period of their banishment. The trustees briefly discussed the adjustment to this internal procedure.

UNFINISHED BUSINESS:

Results of Quarterly Evaluation of Board Meetings: The trustees briefly discussed the results of the survey conducted at the end of the last meeting.

Results of Annual Board Self-Evaluation: The trustees did an exercise designed to elicit suggestions and strategies for several areas in which the board would like to improve.

Action Item: Piché will compile the suggestions and share them at the July board meeting.

NEW BUSINESS: There was no new business.

PUBLIC COMMENT: There were no comments from the public.

ADJOURNMENT: Smith made a motion, seconded by Dixon, to adjourn the meeting. The motion was approved unanimously and the meeting adjourned at 6:35 pm.

NEXT MEETING: Tuesday, July 12 – Howe Branch at 6:00 pm

ALBANY PUBLIC LIBRARY
TREASURER'S REPORT
FOR THE FIVE MONTHS ENDED
MAY 31, 2016

	ANNUAL BUDGET	CURRENT MONTH	YEAR TO DATE	% BUDGET EXPENDED
Support and Revenue				
Tax Levy-Library Operations	6,567,373	547,281	2,736,405	41.67%
Tax Levy- Branch Improvement Plan	1,853,313		-	0.00%
Future Operations Income	-			
NYS Grants & Aid	187,150	522	7,567	4.04%
NYS Construction Grant	25,000		-	0.00%
Federal Grants & Aid	38,000		-	0.00%
Fines and Fees	126,000	12,234	69,616	55.25%
Book Sales	5,000	983	2,457	49.14%
Interest Income	10,000	(5,748)	46,478	464.78%
Foundation Contributions	20,000		-	0.00%
DASNY Project Reimbursement	0		-	
Copier Printers	15,000	-	-	0.00%
Miscellaneous income & Aid	0	426	1,801	
Fund Balance Used	401,467		-	0.00%
Total Support and Revenue	9,248,303	555,698	2,864,324	30.97%
Expenditures				
Payroll and Related costs	5,152,657	406,130	1,981,097	38.45%
Occupancy Costs	761,333	32,668	294,866	38.73%
Materials and Services	655,000	50,582	330,191	50.41%
Administration and Miscellaneous	441,000	26,119	171,657	38.92%
Automation	385,000	37,301	117,991	30.65%
Contingency	-	-	-	
Total Expenditures	7,394,990	552,800	2,895,802	39.16%
Debt Service	1,853,313	-	-	0.00%
Net Income (Loss)	-	2,898	(31,478)	0.00%

ALBANY PUBLIC LIBRARY
 DETAIL OF EXPENDITURES
 FOR THE FIVE MONTHS ENDED
 MAY 31, 2016

	ANNUAL BUDGET	CURRENT MONTH	YEAR TO DATE	% BUDGET EXPENDED
PAYROLL AND RELATED COSTS				
Salaries	3,440,678	267,369	1,296,167	37.67%
NYS Retirement System	529,714	44,143	220,715	41.67%
Payroll Taxes	261,966	19,705	95,355	36.40%
Hospital Insurance	898,799	73,352	357,480	39.77%
Payroll processing Costs	20,000	1,561	11,372	56.86%
Unemployment Insurance	1,500	-	8	0.53%
TOTAL	5,152,657	406,130	1,981,097	38.45%
OCCUPANCY COSTS				
Occupancy Costs	20,000	1,600	8,000	40.00%
Heat & Electric	245,000	12,030	58,298	23.80%
Telephone	13,000	790	3,949	30.38%
Maintenance/repairs/supplies	375,000	16,937	191,757	51.14%
Security	0	1,311	18,726	0.00%
NYS Construction Grant	33,333	-	0	0.00%
Furniture/Building Improvements	75,000	-	14,136	18.85%
TOTAL	761,333	32,668	294,866	38.73%
MATERIALS and SERVICES				
Books,etc.	570,000	49,968	281,578	49.40%
Serials/Magazines	45,000	-	44,062	97.92%
On-line Services	40,000	614	4,551	11.38%
TOTAL	655,000	50,582	330,191	50.41%
ADMINISTRATIVE and MISC.				
Office & Library Supplies	50,000	4,229	36,142	72.28%
Postage	6,000	146	1,064	17.73%
Publicity, Printing	50,000	2,250	10,666	21.33%
Training and Travel	22,000	1,916	14,943	67.92%
Community Activities	8,000	390	1,985	24.81%
Professional Services	175,000	6,157	55,529	31.73%
Misc Grant Expense	0	1,880	8,975	0.00%
Programming Activities	60,000	3,884	16,367	27.28%
Insurance	70,000	5,267	25,986	37.12%
TOTAL	441,000	26,119	171,657	38.92%
AUTOMATION				
Automation Services	240,000	33,375	100,710	41.96%
Automation Software	15,000		1,797	11.98%
Automation Hardware	130,000	3,926	15,484	11.91%
TOTAL	385,000	37,301	117,991	30.65%
CONTINGENCY				
	0	-	-	0.00%
DEBT SERVICE PAYMENT				
	1,853,313	-	-	0.00%
TOTAL EXPENDITURES				
	9,248,303	552,800	2,895,802	31.31%

ALBANY PUBLIC LIBRARY I

Check Register

For the Period From Jun 16, 2016 to Jul 13, 2016

Filter Criteria includes: Report order is by Date.

Check #	Date	Payee	Amount	Description
5760	6/16/16	CSEA	1,990.02	Union Fees
5761	6/16/16	MetLife-TSA Contribution	1,726.00	403b
5762	6/16/16	NYS Deferred Comp Plan	768.64	NYS Deferred Comp Plan
5763	6/16/16	Pearl Carroll & Associates LLC	11.08	Short Term Disability
5764	6/16/16	The Travelers	1,348.00	403b
5765	7/13/16	Midwest Tape	2,630.05	Audio/Visual
5766	6/29/16	Albany Water Board	160.60	Building Repair/Maint.
5767	6/29/16	National Grid	12,031.02	Heat, Light and Power
5768	6/30/16	CSEA	1,966.09	Union Fees
5769	6/30/16	MetLife-TSA Contribution	1,826.00	403b
5770	6/30/16	NYS Deferred Comp Plan	768.64	NYS Deferred Comp Plan
5771	6/30/16	Pearl Carroll & Associates LLC	11.08	Short Term Disability
5772	6/30/16	The Travelers	1,348.00	403b
5773	7/13/16	Staples Advantage	516.78	Office Supplies
5774	7/13/16	Baker & Taylor	3,794.65	Books-Adult
5775	7/13/16	Midwest Tape	1,982.49	Audio/Visual
5776	7/13/16	Midwest Tape	826.88	Audio/Visual
5777	7/13/16	Midwest Tape	2,191.99	Audio/Visual
5778	7/13/16	W.B.Mason Co., Inc.	2,506.03	Maint. Supplies
5779	7/13/16	Home Depot Credit Services	1,018.97	Maint. Supplies
5780	7/13/16	Baker & Taylor	8,854.80	Books-Adult
5781	7/13/16	OverDrive, Inc.	1,225.18	Central Library Materials
5782	7/13/16	OverDrive, Inc.	2,297.73	Central Library Materials
5783	7/13/16	Accuprint	9,558.72	Publicity and Printing/Programming Comm.
5784	7/13/16	ADP, LLC	1,586.33	Payroll Services
5785	7/13/16	Ambient Environmental, Inc.	3,012.00	Building Repair/Maint.
5786	7/13/16	AmTrust North America	31,496.00	Insurance-Workers Comp
5787	7/13/16	Big Fluffy Dog Rescue	60.00	Sunshine Club
5788	7/13/16	Brodart Co.	21.99	Books-Adult
5789	7/13/16	Budget Library Supplies	1,233.00	Processing Supplies
5790	7/13/16	Capital Chamber Foundation, INC.	2,300.00	Travel/Staff Development
5791	7/13/16	CDPHP	46,351.01	Insurance-Hospitalization
5792	7/13/16	CDPHP Universal Benefits, Inc.	13,198.56	Insurance-Hospitalization
5793	7/13/16	CDW G	305.19	Automation Hardware
5794	7/13/16	Chinasa Seyse	99.32	Programming Howe
5795	7/13/16	Comprise Technologies, Inc.	20,726.80	Automation Services
5796	7/13/16	De Lage Landen Financial Services, Inc	1,002.32	Contracted Services
5797	7/13/16	Dell Marketing L.P.	246.48	Automation Hardware
5798	7/13/16	DePaula Chevrolet	1,579.43	Van Maint.
5799	7/13/16	Dow Electric Inc.	9,698.00	Furniture/Building Improvements Wash.
5800	7/13/16	Dyken Pond Environmental	227.00	Programming PH/YS
5801	7/13/16	Eastern Managed Print Network	58.08	Contracted Services
5802	7/13/16	Edward Mangione Locksmith	23.10	Maint. Supplies
5803	7/13/16	Ehrlich Co., Inc.	171.00	Maint. Service Contracts
5804	7/13/16	EMCOR Services Tri-Tech	623.26	Maint. Service Contracts
5805	7/13/16	Findaway World, LLC	107.83	Processing Supplies
5806	7/13/16	Gaylord Bros., Inc.	64.25	Processing Supplies
5807	7/13/16	Grainger	1,497.50	Building Repair/Maint.
5808	7/13/16	Guilderland Public Library	1,200.00	Furniture/Building Improvements Wash.
5809	7/13/16	Hannah Ricottilli	52.50	Fahy Grant
5810	7/13/16	Home Depot Credit Services	903.01	Maint. Supplies
5811	7/13/16	City Directories	15.00	Books-Adult
5812	7/13/16	Johnson Controls	1,063.20	Building Repair/Maint.
5813	7/13/16	Kelly Lischynsky	120.00	UHLS Mini Grant
5814	7/13/16	Lee J. Ricci	338.70	Programming Bach
5815	7/13/16	MAILFINANCE	119.95	Postage
5816	7/13/16	Main-Care Energy	338.24	Van Operation
5817	7/13/16	Mary Beth Earley	313.18	Fahy Grant
5818	7/13/16	Margaret Maurer	190.54	Programming Wash./UHLS Mini Grant

ALBANY PUBLIC LIBRARY I

Check Register

For the Period From Jun 16, 2016 to Jul 13, 2016

Filter Criteria includes: Report order is by Date.

Check #	Date	Payee	Amount	Description
5819	7/13/16	Melinda Burns	45.04	Programming Wash.
5820	7/13/16	Monoprice, Inc.	35.11	Automation Hardware
5821	7/13/16	National Business Equipment	831.85	Contracted Services
5822	7/13/16	New York Library Association	1,250.00	Memberships
5823	7/13/16	Oriental Culture Enterprise Co, Inc.	835.08	Books-Adult
5824	7/13/16	Oriental Trading Company, Inc.	71.47	Programming PH
5825	7/13/16	P & J Computers, Inc.	1,470.00	Automation Hardware
5826	7/13/16	RBM-Guardian Fire Protection, Inc.	900.00	Maint. Service Contracts
5827	7/13/16	Rhode Island Novelty	198.95	Programming PH
5828	7/13/16	Richard Waugh	371.03	Insurance-Medicare Reimb.
5829	7/13/16	Robert Omer	65.70	Insurance-Medicare Reimb.
5830	7/13/16	Sarah Clark	19.60	Albany Made Supplies
5831	7/13/16	Scotia-Glenville Children's Museum	150.00	Programming YS
5832	7/13/16	Security Plumbing & Heating Supply	129.63	Building Repair/Maint.
5833	7/13/16	Shaker Museum	50.00	Books-Adult (Museum Pass)
5834	7/13/16	Shirley Sinsabaugh	131.40	Insurance-Medicare Reimb.
5835	7/13/16	Staples Advantage	428.07	Office Supplies
5836	7/13/16	Stephanie Anderson	361.42	Programming YS/Community
5837	7/13/16	The Albany YMCA	1,600.00	Rent- North Albany
5838	7/13/16	The Puppet People	250.00	Programming AH
5839	7/13/16	Tim Tilstra	125.00	Programming Bach
5840	7/13/16	T-Mobile	789.50	Automation Services
5841	7/13/16	Upper Hudson Library System	160.00	Travel/Staff Development/Comm. Relations
5842	7/13/16	UniFirst Corporation	43.40	Maint. Service Contracts
5843	7/13/16	UPS	10.18	Postage
5844	7/13/16	Verizon Wireless	560.35	Automation Services
5845	7/13/16	Whiteman, Osterman & Hanna	6,295.80	Legal and Accounting Fees
5846	7/13/16	OverDrive, Inc.	2,713.71	Central Library Materials
5847	7/13/16	OverDrive, Inc.	1,422.27	Central Library Materials
5848	7/13/16	Magicman Entertainment	250.00	Programming Community
5849	7/13/16	Delta Dental of New York, Inc.	3,791.28	Insurance-Hospitalization
5850	7/13/16	Eye Med Vision Care	622.90	Insurance-Hospitalization
5851	7/13/16	MicroMarketing LLC	794.14	Books-Audio
5852	7/13/16	Charles Slatterick	600.00	Contracted Services
Total			229,075.09	

EXECUTIVE SUMMARY



The Howe Branch park opening event June 28 was attended by South End residents and neighborhood and library representatives.

Newly elected trustees participated in an hour-long orientation, along with the executive director and president of the Board. The group also helped with the creation of an “on boarding” packet which will be shared with the BOT. It was a fantastic learning experience for both those coming onto the board and the administration.

Library leadership met with Rebekkah Smith Aldrich of Sustainable Libraries and Mary-Ellen Piché to work on a Change Management model for APL. A pilot project has been selected and we are looking forward to the outcome, as well as the process. The Executive Committee selected Anne W. Ackerson of Creative Leadership & Management Solutions as the facilitator for APL’s strategic plan process. Ackerson met with the executive director and assistant director. We have shared a Dropbox folder full of pertinent information and will begin scheduling the process in the next few weeks.

The director and CFO drafted RFPs for auditing services and legal services. Those have been sent and we have been receiving additional inquiries from interested firms. The room switch at Washington Ave, is complete, with Youth

Services now having its own program space attached to the room (formally the PCC lab). Albany Made has taken over the Tompkins room for digital instruction. That technology space will also act as a meeting/training room for staff. Administration has been meeting with Envision, our architect firm, about the CDTA project happening this fall.

We are also exploring the possibility of providing wireless hotspots for parks in the city, including potential hotspots at Washington Park as part of the skate park and the proposed downtown dog park. We are looking into issues with the library’s mobile app, after getting reports of multiple issues from the public. The pilot program for in-house loaning of Chrome Books at Washington Ave. has started. Pine Hills hosted a well-attended art show opening. Several members of the staff and board attended the UHLS annual dinner. Last, but certainly not least, we cut the ribbon on Howe’s park.

Special Report: Staffing and Civil Service

The Public Relations Department, HR, and admin have been working on recruitment for open positions and clerk positions. This includes reaching out to community leaders and the creation of flyer templates that will be posted in key community areas outside of the library. The library will continue to promote jobs during outreach and explore a presence at local community job fairs. During this process, the organization realized the need for a committee to handle onboarding for staff as a multi-level process.

In the wake of the last staffing crisis, the library is exploring different options for hiring beyond recruitment and retention. This includes very preliminary conversations with Albany County Civil Service. We are still waiting on state civil service on the community customer service clerk spec sent last year (letter sent to city civil service on June 18, 2015 and forwarded on to state civil service on Aug. 2, 2015).

The ED met with city HR to discuss our issues, including concerns brought to us by staff, public, and the union. We are exploring different ways to request the civil service list. The city would like to keep the openings for local resident only for now because the list is very deep. The city will also be looking into the L1 – L3 exams and lists. We were also told that the majority of applicants that go through the city HR office are applying for library jobs.

So far, for 2016 the separation rate is at 6.6%. However, if you discount individuals who resigned full-time positions, but stayed with the organization as temps, the rate is 4.1%. Nonprofits report a turnover rate from 10-19% in recent years.

Friends:

The Friends have agreed to donate \$3,500 to the annual Summer Reading Program. A new slate of officers has been elected to the FAPL Board. The new president is Paul Hacker and vice president is Wilma Waithe.

Foundation:

The Foundation is currently working on a plan for the growth of the organization. The Foundation Board is exploring if it will continue to move forward with a consultant or possibly hire an executive director. The Foundation is also exploring some different ideas for fundraising, including an event at Blaze Pizza (Date TBA) and a "Bike the Branches" type event.

DIRECTOR'S CALENDAR

6/1 Leadership Tech Valley Interview	6/21 APLF Board Meeting
6/1 APL BOT Executive Committee	6/22 (Webinar) Above and Beyond: Developing a Culture of Organizational Citizenship
6/2 New Trustee Orientation	6/22 APLF Transition Taskforce
6/3 Change Management Model Session	6/23 Business Review Education Power Breakfast
6/7 Labor Management	6/24 West branches staff Meeting
6/7 APLF Transition Team	6/27 FAPL Board Meeting
6/8 UHLS Dinner	6/28 City of Albany Civil Service
6/10 Strategic Plan Meeting	6/28 Howe Ribbon Cutting
6/10 Albany County Civil Service	
6/13 New York Capital Region Alliance for Response	

**Trustees must request a physical copy of the board packet for the meeting by 2 pm on Monday, July 11.*

APL TOTALS

	Number	YTD Change
Circulation	64945	-9%
eCirculation	4962	-1%
Door Count	68360	-5%
Computer Use	11950	-1%
WiFi	42889	3%
Program Attend.	4304	20%
Meeting Room Usage	167	19%

DEPARTMENT REPORTS

Central Service Area

WASHINGTON AVENUE BRANCH

	Number	YTD Change	Rank
Circulation	23261	-8%	1
Door Count	27251	-12%	1
Computer Use	4205	-15%	1

WiFi	20781	10%	1
Program Attend.	928	18%	1
Meeting Room Usage	87	33%	1

Adult Services

- Staff hosted several successful drop-in sessions in the digital lab for citizenship test preparation and ESL learning. Two ESL classes used this opportunity to practice speaking and listening to English, and also for completing homework assignments. Some students hadn't used a computer prior to this experience. This program is funded by a UHLS literacy mini-grant.
- Thirteen patrons attended the “Navigating Your Financial Future” program on June 23. Debt solutions, identity theft, and credit were the topics covered.

Youth Services

- BEAT BOTS Camp was held June 27-July 1. The week’s curriculum focused on programming the robots to dance. Participants also decorated their robots in preparation for the dance-off competition at SummerFest on July 9.
- “Cupcake Decorating Contest” drew 45 participants, with 21 children and 7 teens signing up for Summer Reading at the kickoff event.
- Staff completed 6 outreach visits in June to welcome school children to the library this summer. Approximately 545 students/parents were reached.
- Henry Johnson Charter School bused 73 students to the branch, where they all were given tours, made a craft, and were issued MyCards.

ARBOR HILL/WEST HILL BRANCH

	Number	YTD Change	Rank
Circulation	4418	-22%	5
Door Count	5444	-2%	6
Computer Use	1792	14%	3
WiFi	3248	15%	5
Program Attend.	186	112%	7
Meeting Room Usage	15	-25%	4

Adult Services

- The Arbor Hill/West Hill Branch hosted the Sustainable Home Buyer Assistance Program. The program has been a great success and the library will be partnering with the Arbor Hill Development Corporation, continuing the events well into 2017.
- June marks the seasonal end of the Adult Basic Education Classes at the branch. The collaboration with BOCES has been very rewarding at this site with multiple success stories. Classes are set to resume in the fall.

Youth Services

- Kipp Tech Valley Charter School used the AH/WH to host its family day event on June 15. The event allowed Kippsters and their families to experience their neighborhood library branch. Related library materials were provided and enjoyed by all.
- Youth participated in an informative hands-on science experiment related to nature. Miniature volcanoes were created while the science behind it was explained. Various library books were used in conjunction with the project, and the titles were then checked out by the young scientists.

West Service Area

JOHN J. BACH BRANCH

	Number	YTD Change	Rank
Circulation	9489	6%	3

Door Count	6765	15%	5
Computer Use	1328	23%	6
WiFi	3727	-4%	4
Program Attend.	578	-8%	4
Meeting Room Usage	4	39%	6

Adult Services

- Many underage or improperly supervised children have caused issues and we are trying to be more alert to intercept underage children as they enter the building.
- Noise level from parents and children talking in the children's computer/juvenile nonfiction area continues to be a serious problem. It is difficult for adults to concentrate as they use computers and try to read and study in other areas.
- A computer instruction class is in its fourth week, but attendance is following a trend where people ask for classes and register, but then do not show up.
- The eDevice appointment program has better attendance. Branch is considering stopping the group instruction programs in favor of the one-on-one appointment-based instruction.
- Library Links customers continue to express gratitude for the program. So far this month we have 11 readers and six volunteer couriers who have made 11 deliveries.

Youth Services

- "Monday Lab" finished for the summer on June 6. A Cornell Cooperative Extension Master gardener showed children how to plant tomato, pumpkin and pepper plants in pots that are now in the branch's back garden.
- Four 1st grade classes from New Scotland Elementary School visited June 9. They enjoyed stories and learned about summer reading. 90 children, 10 adults attended.
- Two 5th grade classes from New Scotland Elementary School visited June 16 to learn about summer reading. 52 children, 4 adults attended.
- Staff attended the Youth Services Advisory Council (YSAC) meeting at the Upper Hudson Library System on June 10.
- Bach kicked off SRP June 15 with a "StoryWalk" about the history of popcorn and we offered children, teens and parents bags of plain popcorn and a variety of toppings. 27 children, 15 adults attended.

PINE HILLS BRANCH

	Number	YTD Change	Rank
Circulation	14157	-9%	2
Door Count	10825	6%	2
Computer Use	2597	15%	2
WiFi	7718	10%	2
Program Attend.	874	24%	2
Meeting Room Usage	30	14%	2

Adult Services

- We had our last art class of the season, which was very popular as always.
- Losing our full-time clerk and library assistant within a few weeks of each other has left us very short-staffed, and we are scrambling to keep up. Everyone has been doing a great job pitching in and working together to keep the library running.
- The summer/fall art show, "Too Many Words", is up. A lot of hard work on the part of everyone involved led to a successful opening reception at the beginning of June.

Youth Services

- June has flown by as we've been preparing for the Summer Reading Program. Staff have been doing school visits and preparing the Summer Reading logs. The youth services librarian received a certificate of appreciation from Albany City Schools for all of the school visits and outreach she's done with the school district.

- After just five days, Pine Hills had 79 participants signed up for the Summer Reading Program! The Beat Bots Camp has been running smoothly during our first week and they've gotten great attendance as well. Next week, we'll be doing our first program of the summer, Old Timey Games - where we'll be playing jacks, dominoes, ring toss among other beloved games.
- Circulation has increased since May 2016, which is expected due to the Summer, but it is proving to be a consistent number, which is a positive. Young Adult fiction has increased substantially from 2015 to 2016, over 100 books.

East Service Area

DELAWARE BRANCH

	Number	YTD Change	Rank
Circulation	7159	-11%	4
Door Count	6955	-9%	4
Computer Use	1664	-6%	4
WiFi***	1463	-18%	6
Program Attend.	844	33%	3
Meeting Room Usage	12	77%	5

*****Please note: Delaware requires password for WiFi usage to help curb problem behavior.***

Adult Services

- The Farmers Market started on July 21 with both stellar weather and crowd of people!

Youth Services

- The Youth FX film program is winding down here at Delaware. There have been 10-12 teens writing scripts, filming and editing every week. The branch librarian is featured in the "Magic Pin" film.
- Raising A Reader is off to a great start here we have one family that is already at 300 books.
- The SRP kick-off ice cream party went very well with over 100 people in attendance and 40 children registered for the Summer Reading Program.
- The Wi-Fi password was removed at the end of the school year. By requiring that anyone under the age of 18 be with an adult to receive the Wi-Fi password, Delaware helped cut down on the number of disruptive and disrespectful teens who were hanging out and causing the majority of problems both inside and outside the branch. As a result, many teens who we have not seen in the library before have started to come in after school to do homework and use the computers and are becoming regulars at the library.

JOHN A. HOWE BRANCH

	Number	YTD Change	Rank
Circulation	4042	-31%	6
Door Count	7057	-13%	3
Computer Use	1421	-14%	5
WiFi	4677	-3%	3
Program Attend.	535	6%	5
Meeting Room Usage	19	-10%	3

Adult Services

- During the week of June 13, the Albany County Hall of Records exhibited "Then & Now: Albany, the South Mall and a Neighborhood Lost." The exhibit depicted photos of the South End before, during and after the construction of the Empire State Plaza. A complementary talk of this period in history was delivered by the Albany County archivists and members of "98 Acres in Albany: 40 Blocks, Thousands of Stories." The exhibit was visited by 86 patrons and the talk was attended by 30 adults.
- The Howe park opened with a ribbon cutting on June 28. The Times Union featured the event with a small story and several photos.

Youth Services

- The America Girl program on June 28 (sleeping bag and trail mix) was very well received. Twenty kids and their parents participated. Many parents expressed their appreciation for the program which taught the kids how to create a no-sew sleeping bag for their doll or stuffed animal by tying knots.

NORTH ALBANY BRANCH

	Number	YTD Change	Rank
Circulation	2419	18%	7
Door Count	4063	32%	7
Computer Use	611	7%	7
WiFi	1275	-41%	7
Program Attend.	359	152%	6
Meeting Room Usage	n/a	n/a	n/a

Adult Services

- Every Wednesday the North Albany branch hosts a movie club, complete with snacks and bean bag chairs to lounge in. A total of 96 adults, teens and children attended the four movies shown in June.

Youth Services

- Summer Reading Program sign up day was a success at North Albany. Though it was a slow day because of graduations and the nice weather, North Albany signed up 13 youths for the Summer Reading Program, and 2 toddlers for the Raising a Reader program. The youths signed up for the program, and then made their own trail mix using our Trail Mix Buffet.
- The branch library assistant visited the North Albany Academy to promote Summer Reading Program 2016. She spoke to many families, and got to meet some of the teachers and administration at North Albany Academy.

OPERATIONS

AUTOMATION

	Number	YTD Change
Help Desk Tickets	88 Opened / 98 resolved	n/a

- Finished both the new Thompkins Adult Services computer lab and Youth Services Storytime/computer lab at Washington branch
- Upgraded staff PCs to Windows 10 at Washington and other branches
- Installed the new Facilities HVAC monitoring network
- Launched the "ABCmouse" programming for Youth Services computers at all sites
- Closed 98 cases in IT Help Desk

COMMUNITY ENGAGEMENT

	Number	YTD Change
Outreach		
Volunteers	20 volunt. /220.5 hours	n/a

- As part of the Albany Promise partnership, APL participated in a parent engagement event at Giffen Elementary. About 60 families attended the resource fair.
- Will host a Girls, Inc. mentee for the summer for outreach and summer reading programming.
- Will receive seven bikes to give away each week during summer reading. Also received some funds to provide programming to the camps associated with District Attorney David Soares' WORDS of Kindness campaign.

COLLECTION MANAGEMENT

- We continue to adjust and improve our centralized ordering, and the circulation numbers are encouraging. UHLS reporting of Sierra circulation numbers only started in June 2015, so we can now begin to make some general comparisons to last year for these areas of APL's collections.
- "New Release Tuesdays" program at Washington Ave. has directly resulted in 108 circulations since it began, and has become quite popular with our patrons and the Friends.
- CMS LA attended the New York State Library Assistants Conference in Chuataqua, NY, where she was one of only six to be awarded a certificate of achievement.

FACILITIES

	Number	YTD Change	Rank
Work Orders	90		

- Garden is now open at Howe Branch. Temporary Benches have been installed until permanent ones arrive.
- New HVAC controls system installation is complete for Arbor Hill and Bach. These controls will aid in allowing us better control of energy and operation times. They have been integrated into a web browser to allow for easier use.
- Estimates are being done to allow for Washington Ave. to have new lock controls put on side entrance for new staff entrance and for public access during the CDTA project.
- Estimates have also begun for allowing doors to be locked at Washington Avenue on the first floor so that the auditoriums can be used for after-hours programs just like our other branches.
- Since Technology Commons moved to the first floor at Washington Ave., we have finished the Thompkins Lab by repainting and moving around computers and desks for Albany Made classroom space. We have also repainted and moved around the old Blue Computer Room and made it into the Youth Services program room.

FINANCE

- Held conference call with executive director and other principals to discuss refinancing the Series 2007 bonds.
- Completed training all supervisors on the purchase order system.
- Began discussion with our insurance broker on getting new medical insurance rates for 2017. Although the new options and rates are not currently available, broker understands that APL needs the information as early as possible for contract negotiations.
- Continued communication with Marshall and Sterling to bid out building insurance.

HUMAN RESOURCES

	Number	YTD Change	
Full Time			
Part Time/Temp	4 PT Temp LA		
Promotion	1 PT Library Clerk to FT		
Resignation	1 FT LA		
Termination	1 FT Custodial Worker		
Staff Size			
Training	11 staff / 98 hours	-15% staff / +103 % hours	

Public Relations: Represented APL in the annual Pride Parade, received great support from the public

Branch Visits: Visited Howe

PUBLIC RELATIONS

	Number	YTD Change	Rank
Unique Page Views	37033	-12%	
Facebook Likes	2671	25%	
Twitter Followers	2384	22%	
Instagram Followers	2094	91%	
Online Contacts	35	NA	
Press Releases	5	+150%	

- Notable Media Coverage: In June, it included multiple outlets coverage of: home ownership program press conference at AH/WH Branch, 98 Acres talk at Howe highlighted by All Over Albany, 1st Saturday program featured in the Spotlight, new park at Howe photos in Times Union.
- Publications: Completed numerous fliers, signs, and calendars for SRP activities at all branches. Distributed July/August program guide/SRP guide publication at branches and to 6,000 elementary schoolers in public and charter schools.
- eNotes: Distributed weekly to 13,000+ emails on topics including: Zoom into Nano workshops, local history programs, literacy tutoring, summer reading (multiple stories), financial workshops, new program guide, SummerFest party, and holiday schedules.
- Notable Social Media Engagements: Facebook video of getting ready for Albany Pride parade reached 52,034 people (15 times our next highest viewed Facebook post). Twitter #BookFaceFriday of “Things I Can’t Explain” had 545 impressions and 31 engagements. Instagram post about getting ready for summer had 91 likes and 4 comments.

PATRON CULTURE

	Number	YTD Change		
Incidents	22	-31%		
Positive Comments	4	78%		
Neutral Comments	14	-20%		
Negative Comments	0	-58%		

Implementation and Status of ED Performance Goals 2016

Self Identified Goals		
Strategic Plan process	Start	Status
Select Consultant		
Contact potential consulting firms	May	Completed
Draft RFP	May	Completed
Review proposals	June	Completed
Meet with Executive Committee and selected consultant	June	Completed
Planning		
Provide pertinent information to consultant for pre-planning research	July	Completed
Meet with consultant to outline expectation	June	Ongoing
Schedule events		Identified
Post		
Analyze findings with consultant		Identified
Draft a plan for BOT approval		Identified
RFP Process for Legal and Auditing Services	Start	Status
Identify potential consulting firms	April	Completed
Approve draft RFPs	May	Completed
Review proposals		Identified
Meet with Executive Committee and select firms		Identified
Refinance Bonds	Start	Status
Exploration		
Research the process	June	Ongoing
Process		
Write RFP for finance consultant		Identified
Bond rating for APL		Identified
Contract	Start	Status
Pre-Negotiation		
Create negoation team from members of administration	January	Completed
Identify key changes to contract	April	Completed
Negotiations		
Participate in negotiation meetings		Identified

Meet with administration representatives to discuss union demands		Identified
Embedded Services to the Community	Start	Status
Wireless in the Community		
Meet with key community stakeholders to identify possible hotspot location(s)	June	Ongoing
Explore Mobile Library Service		
Identify possible funding sources	June	Ongoing
Assigned by BOT at Hire		
Develop a comprehensive plan for fund raising and provide regular updates to the Board on Foundation activity.		
Foundation	Start	Status
Establish annual budget for Foundation.	February	Completed
Identify additional programmatic participation to raise profile of Foundation	January	Completed
Friends		
Develop a process to monitor and evaluate staff morale to include satisfaction surveys, exit interviews and regular reporting of turnover rates and key staff changes to the Board of Trustees.		
Develop Staff Survey	Start	Status
Report to Board turnover rates and key staff changes		
Off Boarding Process For Staff		
Develop procedure for an off boarding process for staff leaving the organization, including an exit interview or survey.	May	Ongoing
Explore County Civil Service	July	
Improve communication up and down the organization		
Establish a "Directors Monthly Newsletter" for staff and library governance	June	Ongoing
Quarterly "all staff" meetings.	January	Ongoing
Bi-Annual attendance of department meetings by member of administration.	January	Completed
Extended "satellite" office hours for key administrators.	January	Completed
Change in format, date and location for "Staff Development Day"	April	Completed
Implementation of Intranet	January	Completed
Complete an assessment of staff diversity and implement a plan to fill gaps.		
Explore opportunities to promote open positions in community	June	Ongoing
Execute the Strategic Plan while developing a strong process to measure outcomes.		
Reporting	Start	Status
Explore online dashboards	January	Ongoing

Create Customer Service Survey		
Analysis data and report finding to trustees	April	Completed

<i>Note: See past Board packets for previous years</i>	UPDATED 7/8/16
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Policy Master List

Updated 7/6/16

Most Policies Set For Review Every 2 Years

Item	Policy	Procedure	Completed	To Be Completed	Date Completed /Reviewed	Date for Review	Comments
SAFETY							
Safety Mission Statement	X		X		July 2014	July 2016	Safety Cmt.
First Aid	X		X		July 2014	July 2016	Safety Cmt.
Blood Borne Pathogens Exposure Control Plan	X		X		July 2014	July 2016	Safety Cmt.
Hazard Communications Standard	X				Sept. 2015	Sept. 2017	Safety Cmt.
Emergency Action Plan for Each Building		X	X		Dec.2015	Dec. 2017	Safety Cmt.
Employee Safety	X		X		Mar. 2015	Mar. 2017	Safety Cmt.
Workplace Violence Prevention and Incident Reporting	X		X		May 2015	May 2017	HR

Item	Policy	Procedure	Completed	To Be Completed	Date Completed /Reviewed	Date for Review	Comments
SERVICES TO PUBLIC							
Social Media	X		X		April 2016	April 2018	Web Devel. Cmt.
Website Privacy	X		X		April 2016	April 2018	Web Devel. Cmt.
Washington Library Closing		X	X		Dec. 2015	Dec. 2016	Public Serv. Cmt.
Fine Limit		X	X		May 2015	May 2017	Pub. Serv.
Library Card Registration		X					LEAN committee wrkg. on
Overdue Fine Structure		X	X		May 2015	May 2017	Pub. Serv.
Children's Card		X	X		June 2014	June 2016	Public Serv. Cmt.
Banning Re-Entry		X	X		June 2016	June 2016	Safety Cmt.
Wireless Use	X		X		Oct. 2014	Oct. 2016	Public Serv. Cmt
Tutoring	X		X		Oct. 2014	Oct. 2016	Public Serv. Cmt
Displays, Exhibits & Public Notices	X		X		May 2016	May2018	Public Serv. Cmt
Internet Use	X		X		April 2016	April 2018	IT Dept.
Meeting Room Use	X		X		June 2016	June 2018	Public Serv. Cmt. – Discussing Registration Form
Materials Selection	X		X		Mar. 2015	Mar. 2017	CMS

Behavior	X		X		April 2016	April 2018	Safety Cmt. / Public
Public Comments at Board Meetings	X		X		Mar. 2015	Mar. 2017	Board
Tobacco Use	X		X		June 2016	June 2018	Safety Cmt.
Art Exhibition	X		X		May 2015	May 2017	Art Exhibition Cmt.
Art Acquisition	X		X		Oct. 2014	Oct. 2016	P&G Committee (With Art Exhib.)
Nondiscrimination	X		X		June 2015	June 2017	HR
Confidentiality of Records	X		X		May 2015	May 2017	Web Devel. Cmt.
Service to Children	X		X		June 2015	August 2015	Board Vote and Comm. Discussion
Group Visit Policy	X		X		June 2015	July 2017	Youth Services
Public Access to Library Information and Records	X		X		Mar. 2015	Mar. 2017	Web Devel. Cmt.
Albany Made	X		X		Nov. 2014		Albany Made Cmt.

Item	Policy	Procedure	Completed	To Be Completed	Date Completed /Reviewed	Date for Review	Comments
INTERNAL							
Comp Time and Flex Policy for Admin Staff	X		X		Dec. 2015	Dec. 2017	HR
Travel Reimbursement (policy and form)	X		X		May 2015	May 2017	HR/Admin
Use of Equipment and Technology by Staff	X		X		Dec. 2014	Dec. 2016	Admin
Purchasing	X		X		May 2015	May 2017	Finance Office
Whistle Blower	X		X		Nov. 2014	Nov. 2016	Admin – P&G
Conflict of Interest	X		X		Nov. 2014	Nov. 2016	Admin – P&G
Investment	X		X		Oct. 2009	May 2015	Legal – Finance (need to review)
EEO / Anti-Discrimination / Anti-Harassment	X		X		June 2015	June 2017	HR
Unrepresented Employee Evaluation	X		X		June 2015	June 2017	HR

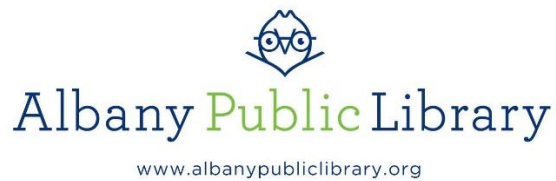
Item	Policy	Procedure	Completed	To Be Completed	Date Completed /Reviewed	Date of Review	Comments
BOARD							
Board Member Excused/Absent	X		X		Feb. 2016	Feb. 2018	Board
Fund Balance	X		X		Dec. 2015	Dec. 2017	Board
Reserve Fund	X		X		Nov. 2014	Nov. 2016	Board Finance

Board Member Expectations		X	X				Board
Board Code of Conduct	X		X				Board
Dissemination of Library Information	X		X		June 2015	June 2017	Board
Evaluation of Board of Trustees Operational Procedures		X	X		June 2015	June 2017	Board
Community Relations Goals		X	X		June 2015	June 2017	Board
Evaluation of the Executive Director	X		X		June 2015	June 2017	Board

BOARD OF TRUSTEES SELF ASSESSMENT ACTION PLAN
June 2016

PROCESS	ACTION	RESPONSIBILITY	TARGET DATE
Trustee recruitment	<ol style="list-style-type: none"> 1. Generate running list of good, potential trustees with skill sets we need. Ask staff and neighborhoods for input. Actively encourage them to run. 2. Recruit in all communities. 3. Develop a specific campaign targeting diversity to include more hands-on encouragement of people of color to run. 4. Invite those who run but are not elected to serve on the Foundation Board. Encourage Foundation Board members to run. 5. Actively recruit BOT officers and committee members. 	Nominating Committee	Ongoing
Trustee development	<ol style="list-style-type: none"> 1. Schedule budget training. 2. Retreat with staff 3. Orientation: review/explain typical BOT agenda 4. Continue to provide training opportunities. 5. More access to equity and access issues for patrons. 	Executive Director Executive Committee Executive Director	Sept 2016 May 2017

Advocacy	<ol style="list-style-type: none"> 1. Develop a toolkit for Trustees: Elevator speech, Fact sheet 2. Target Middle School and High School 3. Create more partnerships (city, communities for summer reading programs) to bring more people into the Library 4. Donate books to be read 	Executive Committee ED ED	August 2016 Ongoing Ongoing
Legal Liabilities	<ol style="list-style-type: none"> 1. Counsel present and provide Fact Sheet. 	President	July 2016
Fundraising	<ol style="list-style-type: none"> 1. Foundation give semi-annual updates and discuss role of Trustees, including specific roles for each event. 2. Designate one or more trustees as "liaisons" to Foundation. 3. Ask staff for donations automatically deducted from paychecks. 4. Donor management system and corporate sponsorships 5. Suggestions for the Foundation: <ul style="list-style-type: none"> • Collaborate with Grant Professional Assoc. for pro-bono support • Earned Income generating propositions • Tie fundraising to a "Big Ask", a specific goal, like we do for Summer Reading Program, with the May appeal. • Circulation Desk ask patrons for donations. 	President President and VP/Finance Workplace Giving Program Foundation	Aug 2016/Feb 2017 Complete In process Ongoing



APL BOARD OF TRUSTEES 2017 Meeting Schedule - DRAFT

All APL Board of Trustees meetings are held on
Tuesdays at 6:00 pm, unless otherwise noted.

Date	Location
January 10	Howe
February 14	Bach
March 14	Washington Ave.
April 11	Delaware
May 9	Pine Hills
June 13	Arbor Hill/West Hill
July 11	North Albany
August 8	Howe
September 12	Bach
October 10	Washington Ave.
November 14	Delaware
December 12	Pine Hills

GOALS / STRATEGIES**NOTES****ACHIEVED**

YOUTH		
By 2015/16 increase by 25% the number of K-12 students in Albany who have active library cards.	As of Jan 2015 we hit 37% increase	Jan-15
Increase opportunities for children/teens to establish & maintain active library cards by reducing barriers	Creation of MyCard	Jun-14
Increase school/library collaboration	We've strengthened the relationship	Ongoing
Standardize offering and implementation of children/teen services and programming system-wide	More communication between youth librarians	Ongoing
Investigate the association of active library cardholders and school performance in Albany schools	Currently working with Albany Promise to formulate a method to gage correlation between SRP participation and school success	Started this summer
By 2015/16, increase by 25% the number of children (birth to age 18) attending library-sponsored programs	From Jan-June in 2014 to 2015 we increased participation by youth by 29% (22% increase in programming)	Jun-15
Create product and service model to align programming with community needs	Created Community Engagement Coordinator Position	Jan-15
Develop family-centric marketing strategies	Ongoing	Ongoing
Align budget and staffing resources	Ongoing	Ongoing
By 2015/16, increase library participation by 25% in child- and family- focused community outreach events and programs.	We had a 25% increase in outreach from 2013 - 2014	Dec-14
Establish procedures for identifying community organizations/outreach events	CEC position does this on ongoing basis	Ongoing
Align budget and staffing resources	Created Community Engagement Coordinator Position	Sep-14
JOBS & LITERACY		

By 2015/16, 60% of Public Computing Services program attendees gain Digital Literacy and/or Workforce Development Skill.	Work with Project Outcomes Survey to address this	Fall 2016 (Although we have gotten several narratives from former students)
Staff PCC at Main library for a minimum of 20 hours/week	Digital Literacy Labs/Maker Space now open. Offering computing basics classes at several locations	August 2015 and ongoing
Upgrade hardware/software/network access	Currently updating Public PCs, Replaced core switches at several locations, Changed public IP addressing to a larger range of available addresses, Completed data and phone line upgrades for all sites	Late Summer 2015 and Ongoing
Implement intake survey	Work with Project Outcomes Survey to address this	Fall 2016
Increase communication with attendees (e-mail follow-up)	Begin emailing attendees	Fall 2016
Survey cardholders annually to assess skill development needs	Ran 1st Survey in 2015 - Repeat in 2016	
By 2015/16, increase by 5% the number of individuals receiving income tax assistance at the library's assistance centers each filing season.	There was a 35% increase in tax assistance from 2013 - 2014	Jan-15
Provide staff/space/technology needed to maximize our income tax assistance services	Increased # of locations	Jan-15
Place key staffers at each site trained/prepared to support all VITA volunteers	Programs well staffedby	Jan-15
By 2015/16, 80% of participants report a high level of satisfaction with financial literacy programming.	Work with Impact Survey to address this	Fall 2016
Establish standards to ensure the quality of program providers	Work with Impact Survey to	Fall 2016
Create an evaluation process to measure patron satisfaction	Work with Impact Survey to	Fall 2016
MATERIALS & PROGRAMS		

By 2015/16, 75% of programs offered generate a positive ROI based on the cost recovery model (program cost/market recovery rate).	Between 2014 & 2015 we saw a 15% increase of program participation (49,639 to 57,2490 while we had a 19% decrease in programming spending per patron. (\$1.48 to \$1.20)	Spring 2016
Implement marketing processes to broaden our base of program participants	Increased E-notes and Program Guide	End of 2015
Develop and implement a product and service development model to align programming with community/neighborhood needs	In January 2015 we created the Community Engagement Librarian position	15-Jan
By 2015/16, 80% of library users report that access to library materials meets their needs.	In March 2015 survey, 88% reported they were satisfied to very satisfied with library services	Mar-15
Reduce barriers to accessing materials	eCard, Increased Fine Limit, MyCard, loan period and requesting options increased for certain collections	Early 2014
Develop system-wide merchandising strategy	Responsibility shifted to staff/supervisors with a focus on public information dissemination and collection development - small increases in circulation have already been noticed.	Spring 2016
Create digital strategy to enhance 24/7 access to library	Enhanced/Redeveloped Website	Apr-15
MAIN LIBRARY (WASHINGTON AVENUE)		
By 2016/17, Main library building renovation concepts are developed.	New carpeting, lighting, chiller, study rooms, Youth Services space, community room, Albany Made, and updated/additional seating	Mar-15
Create a working group to identify the functional requirements for Main library	Buildings and Facilities committee formed	Mar-15
Retain consulting services to develop viable renovation concepts	Work with consultation services on an as needed/per project basis along with Building and	Ongoing

By 2016/17, the library Board forms an exploratory committee to study options for funding Main library renovation.	Foundation Started back up	2014
Identify and cultivate pool of potential community leaders to serve on the exploratory committee	Donor list expanded and Gala	2014
Develop infrastructure to support expanded fundraising efforts	Ongoing with Foundation	Ongoing
BRAND DEVELOPMENT		
By 2015/16, the library creates a new brand position and strategy.	New Branding debuted with new website	Apr-15
The library launches a system-wide brand development effort	Working on getting all materials rebranded	End of 2015
The library rolls-out new brand internally and externally	Rolled out with new website	Apr-15
By 2015/16, the library deploys board and management resources to leverage brand in the community and region.	Management & Board participating in community group meetings, Gala, Times Union Blog, various media interviews and community appeals	Ongoing
Create position “statements” for the library to advocate	Developed at Board Retreat	Apr-15
Identify critical community forums for board and management to address	Ongoing with Foundation	Ongoing
By 2015/16, the library utilizes “digital” channels (Facebook, Twitter, etc.) to manage critical clusters.	We streamlined our online presence and have over 2100 followers on Facebook, 1900 followers on Twitter and 1100 followers on Instagram	Jan-15
Create a customer relationship management implementation strategy	Created a Social Media Policy	Apr-14
Develop a “digital” channel management plan	Streamlined our online presence with Facebook, Instagram and Twitter	Jan-15

Updated 7/6/16