**SMLD Goals and Objectives 2014- ‘15**

**Goal I. Increase Public Awareness, Use and Support of Maine Libraries**

* At least 80 % of SMLD public libraries will promote the Maine Income tax check-off campaign on their websites from Jan.- Apr. 2015. Libraries will be encouraged to provide Schedule CP’s.
* At least 30% of SMLD public libraries pledge to obtain one additional community member to join FOML by June 1, 2015.
* At least 75% of SMLD libraries will promote the use of MARVEL databases by highlighting one database per month or promoting the new website and search engine by March 2015.
* At least 75% of SMLD libraries will provide an easy-to-understand explanation of Learning Express along with a link to the resource on their websites by April 2015.
* At least 10 SMLD public libraries will cross promote events/programs for other SMLD libraries on their websites by June 2015.

**Goal II. Facilitate Professional Development**

* At least 20% of SMLD public libraries will have staff participation in the voluntary public librarian certification program by June 2015.
* The SMLD will provide at least one opportunity for conference attendees to share what they’ve learned with district colleagues via in-person meetings or webinars.
* The SMLD will sponsor/co-sponsor at least 4 continuing education programs for public library staff based on district needs assessment and collaboration with other Maine library districts and the Maine State Library.
* The SMLD will sponsor/co-sponsor at least 2 continuing education programs for school library staff based on district needs assessment and collaboration with other Maine library districts and the Maine State Library.
* The SMLD Consultant will send out 2 messages to the SMLD list to promote the MSL mentoring list for its members and extend stipends to SMLD library staff who want to observe best practices at district libraries for the purposes of improving their library services. The messages will go out in September 2014 and February 2015.

**Goal III. Encourage Resource Sharing and Regional Cooperation**

* The SMLD will collaborate with other Maine library districts to offer at least one bi- or tri-district continuing education program.
* The SMLD Board will send representatives to the District Liaison Committee.
* The SMLD will participate in the MLA Conference by sponsoring a breakout session.
* At least 15 SMLD libraries will host a Portland Public Library bookmobile outreach visit to promote extended patron access to ARRC services by June 2015.
* The SMLD will assist the ARRC library in promotion of PALS to school and academic libraries by June 2015.

**Goal IV. Foster Literacy**

* The SMLD Children’s Book Review Group will prepare and distribute a list of outstanding children’s and YA books (Cream of the Crop) by mid-April 2015.
* The SMLD will participate in planning a children’s and YA literature conference (Reading Round-up) for April 2015.
* The SMLD Board will explore ways to address adult literacy needs by June 2015.

**Goal V. Improve Communication among Libraries, Library Organizations, and Other Groups**

* The SMLD Board and Consultant will disseminate news and board meeting summaries via the SMLD List.
* The SMLD Consultant will visit or call 90% of SMLD public libraries annually.
* The SMLD Consultant will coordinate quarterly library directors, reference librarians, youth services, and technology staff discussion groups.
* The SMLD Board and Consultant will encourage all SMLD library staff to join appropriate e-mail lists such SMLD, MELIBS, MEINFO, YSS, Public Library Directors list. Subscription rate on the SMLD list will reach 85%.
* The SMLD will sponsor at least one professional development webinar by June 2015.

**Goal VI. Foster Improved Library Service**

* The SMLD Consultant will establish a discussion group for library youth services personnel by October 2014.
* The SMLD will offer 2 mini-grants of up to $500 (if budget allows) for one school and one public library piloting a new service for 10- 17 yr. olds.
* The SMLD Board will explore methods of reaching library non-users.