

**Library Board Work Plan
2013-2014**

Board/Commission objectives	Financial Input	Community Impact	Alternatives
1. Each board member will participate in a minimum of four specific volunteer activities related to library programming or operations.	None	Volunteering provides an opportunity for board members to learn more about library services and promote the library to the community.	Board members and community will be less informed of library services.
2. Board will contribute at least one article about the library to the <i>Hickory Daily Record</i> ; contribute one article to the Friends of the Library quarterly newsletter; speak to the Neighborhood College class during its library visit; and make at least one appearance on WHKY's First Talk program to promote the library.	None	Board contributions to ongoing publicity helps free up staff time for other tasks and enhances publicity by offering a patron's perspective.	Less knowledge in community of library services
3. Board will advocate for public library issues with state legislators, the State Library, and local funders.	None	More funding and other support will result in better library services.	Lack of state and local support will adversely impact library service.
4. Board will form subcommittee to develop programs and other auxiliary activities in conjunction with the appearance of author Sherman Alexie at the library in March 2014.	None	Board involvement helps the library maximize the financial investment involved in bringing famous authors to Hickory. Additional programs will attract new library customers and raise visibility of the library in the community.	Fewer programs; less impact of author visit
5. Board will receive updates from staff on relevant library technology issues at least once annually.	None	Board has pledged in the strategic plan to keep library technologically current in order to meet needs of library users.	Less effective board member
6. Board will assist with a calendar year-end effort to solicit donations to the library's endowment.	None	Increase in number of community partners will enhance quality and variety of library programming.	Less innovative programming and services
7. Board will assist with host City event at the SALT Block for the North Carolina League of Municipalities' annual conference in October 2013	None	Board involvement will ensure success of event and help promote the City and its amenities to visitors	Missed opportunity to promote Library and SALT Block agencies
8. Board will invite State Library of NC public library trustee liaison to conduct training on appropriate duties and legal responsibilities of library advisory boards.	None	Trustees will be more effective library advisors and advocates	Less productive board