

## Friends of the Juneau Public Libraries (FOJPL) Goals and Objectives for 2012

Approved at Annual Meeting, 9/24/2011

Introduction: The purpose of this document is to define the FOJPL overall direction for the coming year (from the 2011 Annual Meeting through 2012 Annual Meeting). It serves to guide the FOJPL Board's actions on behalf of the Members in attaining the following Objectives, which are listed under the five standing Goals of the FOJPL bylaws on a "best fit" basis (see Purposes in the bylaws). Draft Goals and Objectives are presented to the FOJPL membership as a whole for review and ratification at each annual meeting.

### **Goal A. "To maintain an association of persons interested in libraries:"**

Objective A1: Continue to maintain an active and engaged FOJPL board of directors in accordance with our organization's by-laws.

*Actions:* Hold quarterly and special meetings (as needed) to conduct our normal business; recruit for and fill board vacancies; carry out committee assignments; fulfill legal and financial management responsibilities; employ professional services, as needed; hold annual membership meeting, etc.

*Leadership:* Board Officers & Nominating Committee

*\$ Needs Estimate:* \$700

Objective A2: Continue to meet the legal obligations of FOJPL by submitting the required annual report to the IRS, in accordance with Article V.4.C of our current bylaws. Maintain a bookkeeper and investment counselor to safeguard the assets of the corporation

*Actions:* Prepare and submit form 990, supervise the activities of a bookkeeper and an investment counselor. Convene a financial oversight committee to conduct an annual financial review.

*Leadership:* Treasurer & President

*\$ Needs Estimate:* \$11,000

Objective A3: Publish joint FOJPL/Juneau Public Libraries periodic newsletters on our website to keep members and other interested people informed about libraries-related topics and events and activities of the Friends; encourage membership in FOJPL; etc.

*Actions:* Gather and organize newsworthy materials for publication; post on Website to members and the public; print and distribute extra hard copies through libraries and Amazing Bookstore.

*Leadership:* Library Staff & Membership Coordinator

*\$ Needs Estimate:* \$300

Objective A4: Maintain and update FOJPL's website ("Friendsjpl.org") and Facebook page.

*Actions:* Continually post upcoming Board meeting dates and agendas, latest newsletter; keep officers listing up to date; consider adding credit card donations option;. Activate amazingbookstore.org website.

*Leadership:* Website Coordinator (Website technical aspects); Secretary (new postings via Webmaster)

*\$ Needs Estimate:* \$500 annually for WestHost server use

Objective A5: Maintain and periodically update FOJPL's membership list.

*Actions:* Review membership data base at least twice annually/ add new members; send acknowledgement cards upon receipt of donations; etc.

*Leadership:* Membership Coordinator

*\$ Needs Estimate:* \$300 (for mailings)

Objective A6: Strengthen FOJPL's Membership and Bookstore committees.

*Actions:* Recruit and organize committee members from FOJPL's membership list and cadre of Bookstore volunteers to serve on the Membership Committee and the Bookstore Committee. Carry out committee functions described in FOJPL's bylaws under Article VII (Committees).

*Leadership:* Membership Coordinator & Bookstore Liaison

*\$ Needs Estimate:* None

**Goal B. "To focus public attention on library services, facilities, and needs;"**

Objective B1: Continue to support building a new public library at Dimond Park in the Mendenhall Valley to replace the existing branch in the Mendenhall Mall.

*Actions:* Scope out need for a new library in consultation with library staff and other key parties. Support CBJ's efforts to secure State of Alaska Division of Community and Regional Affairs construction grant. Provide input to MRV Architects and other consultants hired by the City by holding community forums and helping organize focus groups. Organize members to attend City Assembly meetings, candidate forums, and other community events to provide public support for the new library. Start media campaign to introduce the need for the library to the larger community. As needed, consult with and/or employ professional help to develop and implement a strategy for furthering this objective. Use Friends website and other websites developed for this specific purpose to share information with the public. Maintain a New Valley Library Committee consisting of Board and general members.

*Leadership:* New Library Valley Committee Chair & Board as a whole

*\$ Needs Estimate:* \$7,000

Objective B2: Continue reviewing FOJPL's on-going support for the Association for the Education of Young Children (AEYC) Imagination Library to determine how it helps promote young reader usage of Juneau's public libraries; consider making it a program under Youth Services at the library due to the growth of Preschool Family Nights at the Library which has grown out of the Imagination Library grant

*Actions:* Schedule AEYC representative presentation at quarterly board meeting.

*Leadership:* Treasurer

*\$ Needs Estimate:* \$5,000

Objective B3: Provide for print and media advertising for library programs and to encourage participation in and contributions to FOJPL. Coordinate with JPL staff on media plan. Provide funding for strategically placed media advertising in order to increase the general awareness of library services and the importance of the library to the community.

*Leadership:* Secretary

*\$Needs Estimate:* \$2,000

**Goal C. "To receive and encourage gifts, endowments, and bequests to the Juneau Public Libraries;"**

Objective C1: Continue to support the operations of the Amazing Bookstore and its hard-working volunteers.

*Actions:* Pay rent, insurance and utilities for Bookstore space at the Airport Mall; manage and invest bookstore revenues; help furnish newly expanded bookstore; etc.

*Leadership:* Bookstore Liaison & Bookstore Committee

*\$ Needs Estimate:* \$77,486

Objective C2: Develop and publish a pamphlet that would be helpful to anyone thinking of gifting the Libraries through FOJPL

*Actions:* Develop draft language for the pamphlet for Board review and approval; publish a quantity for hand-out and mailing purposes; post on website; distribute to estate planners, legal offices, etc.

*Leadership:* Juneau Libraries Director

*\$ Needs Estimate:* \$200 (for offset printing)

**Goal D. "To support and cooperate with the Juneau Public libraries in developing library services and facilities for the community;"**

Objective D1: Continue to respond positively to Library staff requests for programs support as they are received.

*Actions:* Review and, subject to Board approval, fund needed library programs such as Author Visits and Youth Services; book tote bags, etc.

*Leadership:* Board as a whole.

*\$ Needs Estimate:* \$22,000

Objective D2: Continue to respond positively to Library staff requests for furnishing upgrades that are beyond the reach of the libraries operating budget.

*Actions:* Review and, subject to Board approval, fund needed library furnishings upgrades such as the remodeling of the Valley Library's children's area and the replacement of computer chairs at the Downtown and Valley libraries, etc..

*Leadership:* Board as a whole.

*\$ Needs Estimate:* \$18,000

**Goal E. "To support the freedom to read as expressed in the American Library Association Bill of Rights,"**

Objective E1: Continue to monitor State and City governmental developments pertaining to the use of libraries and voice supportive or opposing positions, as appropriate.

*Actions:* Prepare position letters; give testimony; etc. in relation to pending legislation, assembly actions, etc., after discussing with the Board

*Leadership:* President & Juneau Libraries Director, or as assigned.

*\$ Needs Estimate:* None

**F. Other Related Objectives**

Objective F1: Bring FOJPL's permanent archival record up to date and house in the Douglas Public Library, in accordance with Article X (Records) of our current bylaws.

*Actions:* Review current record and bring up to date in accordance with Article IX.1.A

*Leadership:* Secretary, assisted by willing Board members and/or FOJPL members

*\$ Needs Estimate:* \$150 (for loose leaf folders and other supplies).

Objective F3: Review and update FOJPL's bylaws to keep them current.

*Actions:* Hold meeting of the Bylaws Review Committee at least once a year. Consider revisions as needed, taking into account any feedback and comments received from the general membership during the year. Submit revisions, if any, to the general membership for approval at the annual meeting.

*Leadership:* Bylaws Review Committee

*\$ Needs Estimate:* None