

WLS Executive Director's goals needing resource allocation for 2019:

- 1) Identify, prioritize and implement strategic actions with input from the WLS Board, WLS staff and member libraries
 - a. Successful launch of new ILS by April 1, 2019
 - b. Develop a data dashboard (warehouse)
 - c. Redesign WLS website to better promote available resources and services
 - d. Complete VDI project for all staff and public workstations (allows for greater mobility & security)
 - e. Expand Spanish language support for WLS-initiated programs, services and information products
 - f. Participate in county-wide events to promote digital inclusion/literacy learning opportunities available through WLS and the member libraries
 - g. With member libraries, promote civic engagement activities such as library card registration, voter registration and Census 2020 survey completion
 - h. Create a shared professional development/training calendar with neighboring systems to expand range of trustee and staff learning opportunities

- 2) Launch an awareness/marketing plan, with the WLS 60th Anniversary (2018-2019) as the kick-off
 - a. Create 60th Anniversary landing page on website
 - b. Publish quarterly newsletter – primary audience member libraries (staff & trustees) and key advocates (political, volunteers)
 - c. Expand bus ad campaign to 12 months
 - d. Regular ad placement in key county-wide publications (Westchester Magazine, Penny Saver)

- 3) Work with the Development Director to increase revenue in support of WLS strategic initiatives and operations
 - a. Redesign "Support WLS" webpage
 - b. Launch annual appeal with focus on individual donors
 - c. Publish donor-focused newsletter at least 3 times per year