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