

Goals and Objectives

Overall Need: The population of Waterford, CA, is 8,860, and within the city limits, there is no other book store or free computer access available to the residents. The closest set of resources is located at either the Modesto branch library, or the Denair branch library, both of which are over ten miles away. Since the 2007-2008 fiscal year, the materials budget for the Stanislaus County Library has been drastically reduced by 15 percent (Stapley, 2010).

Overall Goal: To provide adequate materials through supplementation of the \$3,476 material budget for the Waterford regional area (Stanislaus County Library, 2010).

Specific Goals:

Goal 1: To gain a onetime donation of \$1,000.00 to the Waterford Library for the acquisition of new library materials.

Objectives:

- a. The 8,860 citizens of Waterford, CA and Stanislaus County at large will be able to browse, check out and request additional materials.
- b. All donations made to the materials budget will be used for materials chosen specifically with the enrichment of Waterford citizens in mind.
- c. The additional materials will encourage the literacy and education of the children and families of Waterford, CA.
- d. The additional materials will encourage the circulation of materials not only for the citizens of Waterford, but for the county at large as well. We hope to increase the Waterford circulation statistics by at least 5%.
- e. The additional materials will update, refresh and revitalize the existing collection to provide a better selection and browsing experience for Waterford and county library customers.
- f. According to My Best Segments, a website that measures population segments by zip code, the median income for a family living in Waterford is \$31,483 ("My best segments", 2010). With such a small household budget, having a resource nearby that provides access to free internet, books and DVDs is an asset to the members of the community. Having monies donated to the enlargement of these materials will greatly reduce the stress on the household income it takes to otherwise purchase books, internet services and DVD materials.

Works Cited

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