

## Sample Goals and Objectives

**Goal:** The benefit your community (or a target population within your community) will receive because the library provides a specific service.

**Objective:** The way the library will measure its progress toward reaching a goal.

---

**Service Response:** *Stimulate Imagination: Reading Viewing, and Listening for Pleasure*

---

**Target Audience:** Teens

**Benefit:** Materials and programs that respond to their current interests and provide pleasurable reading, viewing, and listening experiences.

**Goal:** *Teens will have materials and programs that respond to their current interests and provide pleasurable reading, viewing, and listening experiences.*

---

**Measure:** % of teens who say the collection is really good or great

**Target:** At least 70 %

**Date:** Each year

**Objective 1:** *Each year at least 70% of teens will say that the library collection is really good or great.*

---

**Measure:** Circulation of teen materials

**Target:** Increase from X to Y

**Date:** By 2015

**Objective 2:** *By 2015, the circulation of teen materials will increase from X to Y.*

---

**Activities:**

- Involve teens in the selection of teen materials through a Youth Advisory Council.
- Create appealing displays of teen materials and put new teen titles on the website.
- Weed unused and outdated teen materials.
- Library manager will attend professional development opportunities to stay informed about new teen fiction.