

Shrewsbury Public Library, Shrewsbury MA

Ellen Dolan, Library Director
edolan@shrewsburyma.gov

FY2020 ACTION PLAN

Approved by the Board of Library Trustees 11-27-2018

| Shrewsbury Public Library Strategic Plan of Service 2020 through 2024 | Actions | Time frame | By Whom (optional) | Progress Notes |
|--|--|---------------|--|----------------|
| SERVICE PRIORITY #1: CELEBRATE DIVERSITY: CULTURAL AWARENESS | | | | |
| GOAL 1A To offer programs, services and resources that celebrate our community's diversity | | | | |
| OBJECTIVE B: offer multicultural programs to celebrate various ethnicities and cultures | <ul style="list-style-type: none"> Plan a cultural program celebrating a different demographic group every quarter | During FY2020 | Adult Services Team, with support from Circulation and Technical Services Departments , with input from ECC participants | |
| | <ul style="list-style-type: none"> Plan themed teen programs with food or games from different cultures; incorporate suggestions from SPLAT members | During FY2020 | Young Adult Librarian | |
| | <ul style="list-style-type: none"> Plan year long holiday celebrations that celebrate holidays from around the world | During FY2020 | Children's Services Team | |
| SERVICE PRIORITY #2: KNOW YOUR COMMUNITY; COMMUNITY RESOURCES AND SERVICES | | | | |
| GOAL 2C: Ensure that Library Programs and Services are advertised broadly in various publicity forums | | | | |
| OBJECTIVE B: Expand program advertising beyond library newsletter. Create press releases for area print and online newspapers and list serves for at least 50% of library programs each month | <ul style="list-style-type: none"> Post weekly on Facebook to promote Children's Services. Post weekly on Instagram to promote Children's Services. Send out monthly e-newsletter to promote Children's programming and services. | During FY2020 | Children's Services Team | |
| | <ul style="list-style-type: none"> Create a promotions template to be used for print flyers, digital display, social media posts, etc. | During FY2020 | Staff form various departments, led by Assistant Director | |

| GOAL 2D: Develop staff capacities and skills on helping patrons find information about the town. | | | | |
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| OBJECTIVE A: Research and determine best vehicle or method to collect and curate town information | <ul style="list-style-type: none"> Create “Town Information Team”, a planning team representing staff from various library departments to develop expertise in town information sources, focusing on information typically requested by library patrons | First half of FY2020 | Assigned Team (consider recruiting MLIS Intern to help with research) | |
| | <ul style="list-style-type: none"> Team will conduct research on methods and tools used by other libraries to curate local information | First half of FY2020 | Assigned Team | |
| | <ul style="list-style-type: none"> Team will make recommendations for implementing methods or tools to curate local information | First half of FY2020 | Assigned Team | |
| OBJECTIVE B: Provide training opportunities for all staff on assisting patrons with town information | <ul style="list-style-type: none"> Town Info Team will develop recommendations and present to Library Director on how to best train staff on town information resources | Second half of FY2020 | Assigned Team | |
| | <ul style="list-style-type: none"> Library Director will impellent training plan for developing staff skills in locating and providing patron access to Town Information resources | By end of FY2020 | Library Director | |
| SERVICE PRIORITY #3: STIMULATE THE IMAGINATION: READING, VIEWING AND LISTENING FOR PLEASURE | | | | |
| 3A GOAL: To improve collections for the public and make it easier for patrons to find items they are seeking. | | | | |
| OBJECTIVE A: Improve Collection Development (CD) skills of all staff involved in selection | <ul style="list-style-type: none"> Review and modify Collection Development Policy Review budget allotment for various categories and patron needs: focus on results that emerge Compare digital collection usage statistics to physical collection usage to assess needs of digital budget | During FY2020 | Library Managers and Acquisitions Team | |
| | <ul style="list-style-type: none"> Assign and disperse CD responsibilities to a broader group of staff, focusing on those who have specific topic interests. Create chart showing staff who are assigned to all collection areas | During FY2020 | Library Managers | |

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| | <ul style="list-style-type: none"> • investigate options for providing CD training to all staff involved in selection of materials <ul style="list-style-type: none"> ○ Invite MLS consultants to provide one training session ○ Investigate online training options ○ Sign up for Novelist or other training webinars; share lessons learned with staff involved in CD | During FY2020 | Library Managers and their division staff | |
| OBJECTIVE C: Increase Funding for materials | <ul style="list-style-type: none"> • Investigate campaigns/ advocacy materials of other libraries for increased funding for library materials | By September 2019 | Library Director and Board of Library Trustees | |
| | <ul style="list-style-type: none"> • Increase public awareness regarding challenges of materials funding | During FY2020 | Library Director | |
| | <ul style="list-style-type: none"> • Assess grant opportunities that have significant components for materials funding | On-going | All staff involved in grant writing | |
| OBJECTIVE G: Assess arrangement of all collections to determine any capacity for increased back stock titles | <ul style="list-style-type: none"> • Create usage reports for all collections, to aid in assessment <ul style="list-style-type: none"> ○ Weed children’s collections ○ Weed adult collections ○ Develop rotating schedule for sections and formats, so that weeding is done on a regular basis | On-going | Technical Services, Circulation and Children’s Services Departments | |
| | <ul style="list-style-type: none"> • Weed adult nonfiction collection <ul style="list-style-type: none"> ○ Select one Dewey Decimal classification to weed per month | On-going | Adult Services Team | |
| | <ul style="list-style-type: none"> • Assess opportunities for moving and rearranging collections, adding shelving, etc. | By end of FY2020 | Library Director and Management Team | |
| OBJECTIVE H: Provide means for patrons to easily make collection recommendations | <ul style="list-style-type: none"> • Create request slip that includes both specific title requests and general topical recommendations <ul style="list-style-type: none"> ○ Make available in print and online | First half of FY2020 | Circulation Services Team and Electronic Services Librarian | |
| | <ul style="list-style-type: none"> • Conduct public survey on patron collection preferences <ul style="list-style-type: none"> ○ Find survey models successfully used by other libraries ○ Create survey that meets local needs and | By end of FY2020 | Circulation Services and Adult Services Teams | |

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| | launch online and in print format | | | |
| 3B GOAL: Expand formats of collections to maximize access to materials and information. | | | | |
| OBJECTIVE A: Continue to grow e-book collection in a manner that best follows the collection development policy. | <ul style="list-style-type: none"> • Continue to expand eBook collections <ul style="list-style-type: none"> ○ Assess new collections available from statewide network resource sharing collections ○ Determine best methods and finding aids for patron access | On-going | Adult Services Team | |
| SERVICE PRIORITY #4: VISIT A COMFORTABLE AND WELCOMING PLACE: PHYSICAL AND VIRTUAL SPACES | | | | |
| GOAL 4A: To make patrons who visit and use the library feel it is a place that is pleasant, simple to use and welcoming | | | | |
| OBJECTIVE A: Assess noise level norms throughout the building. | <ul style="list-style-type: none"> • Consider unique spaces and activities that currently take place on each floor and in each area of the building • Engage staff and public in discussion of the issue • Identify and develop set of recommendations for any changes • Investigate options for glass doors to second floor Quiet Reading Room • Consider ramifications of changing Group Study Room # 218 to quiet use only | During FY2020 | Library Director, and Management Team, with assistance from the Public Building Department and in consultation with Library Trustees | |
| OBJECTIVE C: Provide welcome for new patrons | <ul style="list-style-type: none"> • Reinstate patron welcome packets • Consider periodic new user and/or “power-user” workshops | | Circulation Services Department | |
| SERVICE PRIORITY #5: SATISFY CURIOSITY: LIFELONG LEARNING | | | | |

| GOAL 5C: Increase evening and weekend programming for children and teens | | | | |
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| OBJECTIVE A: Identify options and resources (paid staff, contact employee or performers) to facilitate evening and weekend programs | <ul style="list-style-type: none"> Investigate options for funding evening and weekend programs for children Assess grant, municipal and other funding options Assess options for using existing staff in new ways | During FY2020 | Head of Children's Services and Library Director | |
| OBJECTIVE B: Conduct monthly Saturday story time programs | <ul style="list-style-type: none"> Research, plan, and facilitate a Saturday program for Children and families once a month. | During FY2020 | Head of Children's Services and Children's Services team | |
| OBJECTIVE C: Conduct monthly evening story time programs | <ul style="list-style-type: none"> Research, plan, and facilitate an evening storytime once a month. | During FY2020 | Head of Children's Services and Children's Services team | |
| GOAL 5E: Enhance the learning experience of library visits for children and families | | | | |
| <p>OBJECTIVE A: Develop a robust collection of children's educational and recreational toys and resources that adhere to current learning theory for young children, for use both within the library and at home</p> <p>OBJECTIVE B: Add toys and learning manipulatives to the children's courtyard, to enhance the outdoor learning experience</p> | <ul style="list-style-type: none"> Purchase toys, manipulatives, and sensory items for the Children's Room and Courtyard, that support creative play activities | During FY2020 | Head of Children's Services, working with Library Director and Children's Services team | |
| OBJECTIVE C: Improve staff understanding and skills in using methods of play learning, as described in in the Mind In The Making and other research-based play programs | <ul style="list-style-type: none"> Send staff to trainings on the importance of play learning for children and how-to program play focused programs. | During FY2020 | Head of Children's Services and Children's Services team | |
| OBJECTIVE D: install sensory components to physical space and integrate sensory elements into library programs | <ul style="list-style-type: none"> Acquire and lend-out to patrons more sensory and manipulative toys. | During FY2020 | Head of Children's Services and Children's Services team | |

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