

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 with the theme of food, music or art from a different culture every quarter 	During FY 2022	Adult Services Team, with support from Circulation and Technical Services Departments; seek input from community members	
	<ul style="list-style-type: none"> Plan quarterly programs celebrating different cultures 	During FY 2022	Young Adult Librarian	
	<ul style="list-style-type: none"> Plan year-round multicultural programs that celebrate cultures from around the world 	During FY 2022	Children’s Services Team	
GOAL 1B: Broaden programming and collection resources beyond ethnic diversity. Build resources to support other minority groups.				
OBJECTIVE A: Build resources to support the visually challenged, the deaf community and the LGBTQ+ community	<ul style="list-style-type: none"> Continue to expand and diversify collections to serve minority groups Advertise resources available at Talking Book Library in Worcester that SPL patrons could borrow Review and acquire assistive technology for in-house use and to loan out <ul style="list-style-type: none"> Advertise assistive technology available Offer programs that address the interests of various groups, including ASL programs 	During FY 2022	Adult Services Team, with support from Circulation and Technical Services department	

	<ul style="list-style-type: none"> • Maintain ongoing diversity audit of new materials • Offer programs that address the interests of various minority groups 	During FY 2022	Young Adult Librarian	
	<ul style="list-style-type: none"> • Offer programs that serve various minority groups, including the homeschooling community 	During FY 2022	Children's Services Team	
GOAL 1C: Encourage community dialogue on topics of diversity, culture, politics and other topical issues				
OBJECTIVE A: Offer three community engagement programs each year	<ul style="list-style-type: none"> • Offer one program on a cultural or diversity topic each year • Offer one program on a relevant, current topic each year • Explore collaborative programs with other agencies and organizations such as ISW 	During FY 2022	Adult Services Team	
SERVICE PRIORITY #2: KNOW YOUR COMMUNITY; COMMUNITY RESOURCES AND SERVICES				
GOAL 2A: To become community information hub for residents				
OBJECTIVE A: Utilize SPL's online presence to share and promote community resources	<ul style="list-style-type: none"> • Create informational and referral service on community organizations utilizing new SPL website 	During FY2022	Adult Services Team	
GOAL 2C: Ensure that Library Programs and Services are advertised broadly in various publicity forums				
OBJECTIVE B: Expand program advertising beyond library print newsletter.	<ul style="list-style-type: none"> • Create press releases for area print and online newspapers and listservs • Create slides for digital display • Regularly promote programs on social media 	During FY 2022	Children's Services Team and YA Librarian	
	<ul style="list-style-type: none"> • Determine best ways to advertise programs • Create press releases for area print and online newspapers and listservs 	During FY 2022	Adult Services Team	

	<ul style="list-style-type: none"> • Create slides for digital display • Promote programs on social media • Share flyers and other promotional materials with other agencies and organizations 			
GOAL 2D: Create a central source for new residents to find information about the town				
OBJECTIVE A: Maintain and update information about town resources	<ul style="list-style-type: none"> • Compile and curate information sought by town residents • Maintain online links and ensure contact information is current 	During FY 2022	Reference librarian with input from other adult services team members and assistance from Circulation department	
	<ul style="list-style-type: none"> • Maintain and update resources that link to children’s activities in the community 	During FY 2022	Children’s Services Team	
OBJECTIVE B: Provide training opportunities for all staff on assisting patrons with town information	<ul style="list-style-type: none"> • Implement training plan for developing staff skills in locating and providing patron access to Town Information resources 		Library Managers	
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: Review Collection Development (CD) policy every year.	<ul style="list-style-type: none"> • Review Collection Development Policy once a year • Review budget allotment for various categories and patron needs: focus on results that emerge 	During FY 2022	Library Managers and Acquisitions Team	
OBJECTIVE B: Provide readers’ advisory training to all staff	<ul style="list-style-type: none"> • Investigate options for providing readers’ advisory training to all staff involved in selection of materials <ul style="list-style-type: none"> ○ Investigate online training options through MLS ○ Sign up for training webinars; share lessons learned with all staff 	During FY 2022	Library Managers and their division staff	

OBJECTIVE C: Provide means of making material recommendations to interested patrons	<ul style="list-style-type: none"> Continue to develop and maintain system of concierge reader's advisory service to recommend materials to patrons 	Ongoing	All library staff	
OBJECTIVE D: Plan monthly display of materials	<ul style="list-style-type: none"> Create themed material displays in strategic areas Plan virtual displays on various online platforms Highlight free resources provided by SPL and found elsewhere on the web 	Ongoing	Adult Services team, Circulation department staff and Technical Services team	
	<ul style="list-style-type: none"> Collaborate with SPLAT to offer themed monthly displays 	Ongoing	Young Adult Librarian	
	<ul style="list-style-type: none"> Create themed material displays in strategic areas Plan virtual displays on various online platforms 	Ongoing	Children's Department staff	
OBJECTIVE E: Assess collections and weed and build specific topic areas as needed	<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 fiction collection, audio book and movie collection Develop rotating schedule for sections and formats, so that weeding is done on a regular basis 	Ongoing	Technical Services, Circulation and Children's Services Departments	
	<ul style="list-style-type: none"> Consult with other young adult librarians at comparable libraries to gather collection development ideas 	Ongoing	Young Adult Librarian	
	<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 	Ongoing	Adult Services Team	
	<ul style="list-style-type: none"> Assess opportunities for moving and rearranging collections, adding shelving, etc. 	Ongoing	Library Director and Management Team	
OBJECTIVE H: Provide means for patrons to easily make collection recommendations	<ul style="list-style-type: none"> Continue to provide request slip and web form that includes both specific title requests and general topical recommendations <ul style="list-style-type: none"> Make available in print and online 		Circulation Services Team and Electronic Services Librarian	

	<ul style="list-style-type: none"> ○ Have a request available for children and families 		Children's Services Team	
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 ○ Provide training for all staff 	Ongoing	Adult Services Team and Acquisitions team	
OBJECTIVE I: Strengthen collections; build inclusive collections	<ul style="list-style-type: none"> ● Follow library trends to assess new material formats ● Continue to evaluate databases ● Provide training for staff on e-resources and e-content 	During FY 2022	All staff responsible for collections	
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 safe, simple to use and welcoming				
OBJECTIVE B: Make policies easy to understand and user-focused	<ul style="list-style-type: none"> ● Schedule regular review of policies ● Integrate public into review process, when possible 	Ongoing	Management team and Adult Services team	
OBJECTIVE D: Make it easy to navigate building and use collections	<ul style="list-style-type: none"> ● Assess unique spaces and address the needs of different users while planning activities 	Ongoing	Management team	
GOAL 4B: To provide intuitive, useful databases and web tools to help patrons comfortably navigate digital information				
OBJECTIVE A: Maintain robust collection of online databases and web tools	<ul style="list-style-type: none"> ● Perform annual assessment of databases and web tools 	Ongoing	Electronic Resources Librarian and Reference Librarian	
GOAL 4C: To make it easy to use and find information on the library website				

OBJECTIVE A: Improve Website usability	<ul style="list-style-type: none"> Develop schedule for frequent review and updates Continue to maintain and improve website style guide Ensure website continues to meet accessibility needs of our community of patrons Maintain online chat service 	Ongoing Ongoing Ongoing	Director and website development team with input from all staff Electronic Resources Librarian Reference Librarian	
GOAL 4F: Provide opportunity for new or regular users to learn more about accessing library services				
OBJECTIVE A: Improve usability of digital resources	<ul style="list-style-type: none"> Create and / or utilize pre-existing instructional videos to teach patrons how to access and use digital resources 	FY 2022	Adult Services Team under guidance of Assistant Director	
SERVICE PRIORITY #5: SATISFY CURIOSITY: LIFELONG LEARNING				
GOAL 5A: Provide learning opportunities for children, teens, adults and seniors				
OBJECTIVE A: Conduct a community reading project, that has activities for all ages	<ul style="list-style-type: none"> Plan a community read in November for Family Literacy Month 	FY 2022	Children’s, Teen and Adult Services department	
OBJECTIVE B: Explore partnerships with other organizations to promote learning opportunities for all ages	<ul style="list-style-type: none"> Plan to partner with COA, the schools, Parks and Recreation department, Fire department, Scout groups 	FY 2022	Head of Children’s Services and Children’s Services team	
OBJECTIVE D: Create series of educational programs for adults	<ul style="list-style-type: none"> Plan one program every quarter designed to teach adult attendees a new skill or expose them to a new field of knowledge 	FY 2022	Adult Services Team	
GOAL 5D: Include more literature and reading-based programs for teens				
OBJECTIVE A: Conduct peer research to learn of literature and reading-based programs at other libraries	<ul style="list-style-type: none"> Review listservs, programming forums to research literary programs being offered at other libraries 	During FY 2021	Young Adult librarian	

<p>OBJECTIVE B: Present ideas about possible new literature and reading based programs to SPLAT and /or other teen groups</p>	<ul style="list-style-type: none"> Brainstorm with SPLAT members to solicit their input 	<p>During FY 2021</p>	<p>Young Adult librarian</p>	
<p>GOAL 5E: Enhance the learning experience of library visits for children and families</p>				
<p>OBJECTIVE A: Provide more learning opportunities for K-6 students and their families</p> <p>OBJECTIVE B: Continue to provide virtual learning experiences</p> <p>OBJECTIVE C: Continue providing quality “imaginative play” opportunities for preschoolers in the play area of the children’s room</p>	<ul style="list-style-type: none"> Research, develop and implement a Library Makerspace Plan for quiet study area for after-school students Improve children’s web page to include easy access to our child-friendly e-content as well as more interactive content Make videos (instructional, story time etc.) that can be accessed on the library’s YouTube channel and/or shared with the schools Research equipment/furniture and find funding sources to maintain and improve the imaginative play area 	<p>During FY 2022</p> <p>During FY 2022</p> <p>During FY 2022</p>	<p>Children’s Services team</p> <p>Children’s Services team</p> <p>Children’s Services team</p>	
<p>GOAL 5H: Promote technological and digital literacy among patrons</p>				
<p>OBJECTIVE A: Educate patrons in the use of library technology as well as basic computer services</p>	<ul style="list-style-type: none"> Continue to offer robust slate of technology classes on topics such as Microsoft Office, social media usage, and library databases among others while diversifying means of instruction and/or ways for patrons to engage with technology instruction Offer training to patrons and staff in utilizing loanable technology 	<p>Ongoing</p> <p>Ongoing</p>	<p>Electronic Resources librarian and Technology Specialist</p> <p>Electronic Resources librarian and Technology Specialist</p>	
<p>GOAL 5I: Continually provide new technology for patrons to explore</p>				

<p>OBJECTIVE A: Regularly read professional publications and blogs, speak to vendors, attend professional conferences, and speak with other librarians in order to learn about new technologies that could be successfully utilized in the Library, budget allowing.</p>	<ul style="list-style-type: none"> • Regularly curate digital educational resources to ensure they best reflect the needs of the community 	<p>Ongoing</p>	<p>Electronic Resources librarian and Acquisitions team</p>	
<p>OBJECTIVE B: Ensure software available on public PCs is regularly updated and that new software is added as needed.</p>	<ul style="list-style-type: none"> • Implement regular schedule to update software on public computers • Regularly review software installed with needs of patrons in mind 	<p>Ongoing</p>	<p>Electronic Resources librarian and Technology Specialist</p>	