

Shrewsbury Public Library, Shrewsbury MA Priya Rathnam, Library Director prathnam@shrewsburyma.gov			<b>FY2023 ACTION PLAN</b> Approved by the Board of Library Trustees on 10/26/2021	
Shrewsbury Public Library Strategic Plan of Service 2020 through 2024	<b>Actions</b>	<b>Time frame</b>	<b>By Whom</b>	<b>Progress Notes</b>
<b>SERVICE PRIORITY #1: CELEBRATE DIVERSITY: CULTURAL AWARENESS</b>				
<b>GOAL 1A: Offer programs, services, and resources that celebrate our community's diversity</b>				
<b>OBJECTIVE A: Offer multicultural programs to celebrate various ethnicities and cultures</b>	<ul style="list-style-type: none"> <li>Plan a cultural program with the theme of food, music or art from a different culture every quarter</li> </ul>	During FY 2023	Adult Services Team, with support from Circulation and Technical Services Departments; seek input from community members	
	<ul style="list-style-type: none"> <li>Plan year-round multicultural programs that celebrate cultures from around the world</li> </ul>	During FY 2023	Youth Services Team	
<b>GOAL 1B: Broaden programming and collection resources beyond ethnic diversity. Build resources to support all members of the community.</b>				
<b>OBJECTIVE A: Build resources to support the visually challenged, and the deaf community</b>	<ul style="list-style-type: none"> <li>Continue to expand and diversify collections</li> <li>Advertise resources available at Talking Book Library in Worcester that SPL patrons could borrow</li> <li>Review and acquire assistive technology for in-house use and to loan out <ul style="list-style-type: none"> <li>Advertise assistive technology available</li> </ul> </li> <li>Offer programs that address the interests of various groups, including ASL programs</li> </ul>	During FY 2023	Adult Services Team, with support from Circulation, Technical Services and Outreach departments	
	<ul style="list-style-type: none"> <li>Maintain ongoing diversity audit of new materials</li> <li>Offer programs that address the interests of various groups</li> </ul>	During FY 2023	Young Adult Librarian	
	<ul style="list-style-type: none"> <li>Offer programs that serve various groups, including the homeschooling community</li> <li>Maintain ongoing diversity audit of new materials</li> </ul>	During FY 2023	Children's Services Team	
<b>OBJECTIVE B: Build resources to support the LGBTQ+ community</b>	<ul style="list-style-type: none"> <li>Continue to expand and diversify collections and offer programs to address the interests of the LGBTQ+ community</li> </ul>	During FY 2023	Adult Services Team, Youth Services Team	
<b>OBJECTIVE C: Collaborate with local public, private and homeschooling families</b>	<ul style="list-style-type: none"> <li>Maintain ongoing communication with schools and educators</li> </ul>	During FY 2023	Youth Services Team	
<b>GOAL 1C: Encourage community dialogue on topics of diversity, culture, politics and other topical issues</b>				
<b>OBJECTIVE A: Offer three community engagement programs each year</b>	<ul style="list-style-type: none"> <li>Offer one program on a cultural or diversity topic each year</li> <li>Offer one program on a relevant, current topic each year</li> <li>Explore collaborative programs with other agencies and organizations such as ISW, Southgate at Shrewsbury, and the Shrewsbury Council on Aging</li> </ul>	During FY 2023	Adult Services Team	

<b>SERVICE PRIORITY #2: KNOW YOUR COMMUNITY; COMMUNITY RESOURCES AND SERVICES</b>				
<b>GOAL 2A: Become a community information hub for residents; create a central source for new residents to find information about the town</b>				
<b>OBJECTIVE A: Utilize SPL's online presence to share and promote community resources</b>	<ul style="list-style-type: none"> <li>• Create informational and referral service on community organizations utilizing new SPL website</li> </ul>	During FY 2023	Adult Services Team	
<b>OBJECTIVE B: Maintain and update information about town resources</b>	<ul style="list-style-type: none"> <li>• Compile and curate information sought by town residents</li> <li>• Maintain online links and ensure contact information is current</li> </ul>	During FY 2023	Reference librarian with input from other adult services team members and assistance from Circulation department	
	<ul style="list-style-type: none"> <li>• Maintain and update online links and ensure contact information is current</li> </ul>		Youth Services Team	
<b>OBJECTIVE C: Provide training opportunities for all staff on assisting patrons with town information</b>	<ul style="list-style-type: none"> <li>• Implement training plan for developing staff skills in locating and providing patron access to Town Information resources</li> </ul>		Library Managers	
<b>GOAL 2B: Ensure that Library programs and services are advertised broadly in various publicity forums</b>				
<b>OBJECTIVE A: Expand program advertising beyond library newsletter</b>	<ul style="list-style-type: none"> <li>• Determine best ways to advertise programs</li> <li>• Create press releases for area print and online newspapers and listservs</li> <li>• Create slides for digital display</li> <li>• Promote programs on social media</li> <li>• Share flyers and other promotional materials with other agencies and organizations</li> </ul>	During FY 2023	Adult and Youth Services Team	
<b>SERVICE PRIORITY #3: STIMULATE THE IMAGINATION: READING, VIEWING AND LISTENING FOR PLEASURE</b>				
<b>GOAL 3A: Improve collections for the public and make it easier for patrons to find items they are seeking.</b>				
<b>OBJECTIVE A: Review Collection Development (CD) policy every year.</b>	<ul style="list-style-type: none"> <li>• Review Collection Development Policy once a year</li> </ul>	During FY 2023	Library Managers and Acquisitions Team	
<b>OBJECTIVE B: Provide readers' advisory training to all staff</b>	<ul style="list-style-type: none"> <li>• Investigate options for providing readers' advisory training to all staff involved in selection of materials <ul style="list-style-type: none"> <li>o Attend MLS training sessions when available</li> <li>o Investigate other online training options</li> <li>o Sign up for Novelist or other training webinars; share lessons learned with all staff</li> </ul> </li> </ul>	During FY 2023	Library Managers and their division staff	
<b>OBJECTIVE C: Provide means of making materials</b>	<ul style="list-style-type: none"> <li>• Maintain system of concierge readers' advisory service to recommend materials to patrons</li> </ul>	During FY 2023	All library staff	
<b>OBJECTIVE D: Plan monthly display of materials</b>	<ul style="list-style-type: none"> <li>• Create themed material displays on diverse subjects in s</li> </ul>	During FY 2023	Adult services team, Circulation department staff and Technical Services team	
	<ul style="list-style-type: none"> <li>• Collaborate with SPLAT to offer themed monthly display</li> </ul>	During FY 2023	Young Adult Librarian	
	<ul style="list-style-type: none"> <li>• Create themed material displays in strategic areas</li> </ul>	During FY 2023	Children's department staff	
<b>OBJECTIVE E: Assess collections and weed and build specific topic areas as needed</b>	<ul style="list-style-type: none"> <li>• Create usage reports for all collections, to aid in assessment <ul style="list-style-type: none"> <li>o Weed children's collections</li> <li>o Weed adult fiction collection, audio book and movie collection</li> <li>o Develop rotating schedule for sections and formats, so that weeding is done on a regular basis</li> <li>o Reinstate circulating early literacy backpacks</li> </ul> </li> </ul>	During FY 2023	Technical Services, Circulation and Children's Services Departments	

	<ul style="list-style-type: none"> <li>Consult with other young adult librarians at comparable libraries to gather collection development ideas</li> </ul>	During FY 2023	Young Adult Librarian	
	<ul style="list-style-type: none"> <li>Weed adult nonfiction collection <ul style="list-style-type: none"> <li>Select one Dewey Decimal classification to weed per month</li> </ul> </li> </ul>	During FY 2023	Adult Services Team with support from Technical Services Team	
	<ul style="list-style-type: none"> <li>Assess opportunities for moving and rearranging collections, adding shelving, etc.</li> </ul>	During FY 2023	Library Director and Management Team	
<b>OBJECTIVE F: Provide means for patrons to easily make collection recommendations</b>	<ul style="list-style-type: none"> <li>Continue to provide request slip that includes both specific title requests and general topical recommendations <ul style="list-style-type: none"> <li>Make available in print and online</li> </ul> </li> </ul>	During FY 2023	Circulation Services Team and Electronic Services Librarian	
<b>GOAL 3B: Expand formats of collections to maximize access to materials and information.</b>				
<b>OBJECTIVE A: Continue to grow e-book collection in a manner that best follows the collection development policy.</b>	<ul style="list-style-type: none"> <li>Continue to expand eBook collections <ul style="list-style-type: none"> <li>Assess new collections available from statewide network resource sharing collections</li> <li>Provide training for all staff</li> </ul> </li> </ul>	During FY 2023	Adult Services Team and Acquisitions Team	
<b>OBJECTIVE I: Strengthen collections; build inclusive collections</b>	<ul style="list-style-type: none"> <li>Follow library trends to scope out new material formats</li> <li>Continue to evaluate databases</li> <li>Provide training for staff on e-resources and e-content</li> </ul>	During FY 2023	All staff responsible for collections	
<b>SERVICE PRIORITY #4: VISIT A COMFORTABLE AND WELCOMING PLACE: PHYSICAL AND VIRTUAL SPACES</b>				
<b>GOAL 4A: Make patrons who visit and use the library feel it is a place that is pleasant, simple to use and welcoming</b>				
<b>OBJECTIVE A: Make policies easy to understand and user-focused</b>	<ul style="list-style-type: none"> <li>Schedule regular review of policies</li> </ul>	During FY 2023	Management team and Adult Services Team	
<b>OBJECTIVE B: Make it easy to navigate building and use collections</b>	<ul style="list-style-type: none"> <li>Assess unique spaces and address the needs of different users while planning activities</li> </ul>	During FY 2023	Management team	
<b>OBJECTIVE C: Update and maintain welcome packets</b>	<ul style="list-style-type: none"> <li>Create new welcome packets. Gather relevant/updated information from each department to ensure packets are current.</li> </ul>	During FY 2023	Circulation department staff	
<b>GOAL 4B: Provide intuitive, useful databases and web tools to help patrons comfortably navigate digital information</b>				
<b>OBJECTIVE A: Maintain robust collection of online databases and web tools</b>	<ul style="list-style-type: none"> <li>Perform annual assessment of databases and web tools</li> </ul>	During FY 2023	Electronic Resources Librarian and Reference Librarian	
<b>GOAL 4C: Make it easy to use and find information on the library website</b>				
<b>OBJECTIVE A: Improve website usability</b>	<ul style="list-style-type: none"> <li>Develop schedule for frequent review and updates</li> <li>Continue to maintain and improve website style guide</li> <li>Ensure website continues to meet accessibility needs of our community of patrons</li> </ul>	During FY 2023	Assistant Director and website development team with input from all staff  Electronic Resources Librarian and Reference Librarian	
<b>GOAL 4F: Provide opportunity for new or regular users to learn more about accessing library services</b>				
<b>OBJECTIVE A: Offer technology classes for patrons</b>	<ul style="list-style-type: none"> <li>Plan to offer 3 technology classes every quarter</li> </ul>	During FY 2023	Electronic Resources Librarian and Technology Specialist	

<b>OBJECTIVE B: Promote physical resources through e-newsletter and social media</b>	<ul style="list-style-type: none"> <li>Promote items such as Library of Things, art prints, kits and, board games regularly through e-newsletter and social media</li> </ul>	During FY 2023	Reference librarian	
<b>SERVICE PRIORITY #5: SATISFY CURIOSITY: LIFELONG LEARNING</b>				
<b>GOAL 5A: Provide learning opportunities for children, teens, adults and seniors</b>				
<b>OBJECTIVE A: Explore partnerships with other organizations to promote learning opportunities for all ages</b>	<ul style="list-style-type: none"> <li>Plan to partner with COA, the schools, Parks and Recreation department, Fire department, Scout groups</li> </ul>	During FY 2023	Head of Youth Services and Youth Services team	
<b>OBJECTIVE B: Create series of educational programs for adults</b>	<ul style="list-style-type: none"> <li>Plan one program every quarter designed to teach adult attendees a new skill or expose them to a new field of knowledge</li> <li>Plan two programs annually designed to train patrons on proper usage of various items belonging to SPL's Library of Things</li> </ul>	During FY 2023	Assistant Director and Adult Services team	
<b>GOAL 5D: Include more literature and reading-based programs for teens</b>				
<b>OBJECTIVE A: Conduct peer research to learn of literature and reading-based programs at other libraries</b>	<ul style="list-style-type: none"> <li>Review listservs, programming forums to research literary programs being offered at other libraries</li> </ul>	During FY 2023	Young Adult librarian	
<b>OBJECTIVE B: Present ideas about possible new literature and reading based programs to SPLAT and /or other teen groups</b>	<ul style="list-style-type: none"> <li>Brainstorm with SPLAT members to solicit their input</li> </ul>	During FY 2023	Young Adult librarian	
<b>GOAL 5E: Enhance the learning experience of library visits for children and families</b>				
<b>OBJECTIVE A: Provide more learning opportunities for K-6 students and their families</b>	<ul style="list-style-type: none"> <li>Research, develop and implement a Library Makerspace</li> <li>Plan for quiet study area for after-school students</li> <li>Improve children's web page to include easy access to child-friendly content as well as more interactive content</li> <li>Make videos (instructional, story time, etc.) that can be accessed on the library's Youtube channel and/or shared with the schools</li> <li>Research equipment/furniture and find funding sources to maintain and improve the imaginative play area</li> </ul>	During FY 2023	Children's Services Team	
<b>GOAL 5H: Promote technological and digital literacy among patrons</b>				
<b>OBJECTIVE A: Educate patrons in the use of library technology as well as basic computer services</b>	<ul style="list-style-type: none"> <li>Research, develop, and implement a Maker Space</li> <li>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.</li> <li>Offer training to patrons and staff in utilizing library technology</li> </ul>	During FY2023	Assistant Director, Electronic Resources Librarian and Technology Specialist  Electronic Resources librarian and Technology Specialist	
<b>GOAL 5 I: Continually provide new technology for patrons to explore</b>				

<b>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.</b>	<ul style="list-style-type: none"> <li>Regularly curate digital educational resources to ensure they best reflect the needs of the community</li> </ul>	During FY 2023	Electronic Resources librarian and Acquisitions team	
<b>OBJECTIVE B: Ensure software available on public PCs is regularly updated and that new software is added as needed.</b>	<ul style="list-style-type: none"> <li>Create regular schedule to update software on public computers</li> </ul>	During FY 2023	Electronic Resources librarian and Technology Specialist	