

Shrewsbury Public Library, Shrewsbury MA Priya Rathnam, Library Director prathnam@shrewsburyma.gov			FY2024 ACTION PLAN Approved by Board of Library Trustees on 10/25/2022	
Shrewsbury Public Library Strategic Plan of Service 2020 through 2024	Actions	Time frame	By Whom	Progress Notes
SERVICE PRIORITY #1: CELEBRATE DIVERSITY: CULTURAL AWARENESS				
GOAL 1A: Offer programs, services, and resources that celebrate our community's diversity				
OBJECTIVE A: 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 2024	Adult Services Team, with support from Circulation and Technical Services Departments; seek input from community members	
	<ul style="list-style-type: none"> Plan year-round multicultural programs that celebrate cultures from around the world 	During FY 2024	Youth Services Team	
GOAL 1B: Broaden programming and collection resources beyond ethnic diversity. Build resources to support all members of the community.				
OBJECTIVE A: Build resources to support the visually challenged, and the Deaf community	<ul style="list-style-type: none"> Continue to expand and diversify collections 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 2024	Adult Services Team, with support from Circulation, Technical Services and Outreach departments	
	<ul style="list-style-type: none"> Maintain ongoing diversity audit of new materials Offer programs that address the interests of various groups 	During FY 2024	Young Adult Librarian	
	<ul style="list-style-type: none"> Offer programs that serve various groups Maintain ongoing diversity audit of new materials 	During FY 2024	Youth Services Team	
OBJECTIVE B: Build resources to support the LGBTQ+ community	<ul style="list-style-type: none"> Continue to expand and diversify collections and offer programs to address the interests of the LGBTQ+ community 	During FY 2024	Adult Services Team, Youth Services Team	
OBJECTIVE C: Collaborate with local public and private schools and homeschooling families	<ul style="list-style-type: none"> Maintain ongoing communication with schools and educators 	During FY 2024	Youth 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, Southgate at Shrewsbury, and the Shrewsbury Council on Aging 	During FY 2024	Adult Services Team	
SERVICE PRIORITY #2: KNOW YOUR COMMUNITY; COMMUNITY RESOURCES AND SERVICES				
GOAL 2A: Become a community information hub for residents; 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 and have print handouts ready Bookmark useful websites and links 	During FY 2024	Reference librarian with input from other adult services team members	
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 patrons access to town information resources 		Library Managers	
GOAL 2B: Ensure that Library programs and services are advertised broadly in various publicity forums				
OBJECTIVE A: Expand program advertising beyond library newsletter	<ul style="list-style-type: none"> Determine best ways to advertise programs Create press releases for area print and online newspapers and listservs Create slides for digital display Promote programs on social media Share flyers and other promotional materials with other agencies and organizations 	During FY 2024	Adult, Circulation and Youth Services Team	

SERVICE PRIORITY #3: STIMULATE THE IMAGINATION: READING, VIEWING AND LISTENING FOR PLEASURE				
GOAL 3A: 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 2024	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"> Attend MLS training sessions when available Investigate other online training options Sign up for Novelist or other training webinars; share lessons learned with all staff 	During FY 2024	Library Managers and their division staff	
OBJECTIVE C: Provide means of making material recommendations to interested patrons	<ul style="list-style-type: none"> Maintain system of concierge readers' advisory service to recommend materials to patrons 	During FY 2024	All library staff	
OBJECTIVE D: Plan monthly display of materials	<ul style="list-style-type: none"> Create themed material displays on diverse subjects in strategic areas Promote displays on various online platforms 	During FY 2024	Adult services team, Circulation department staff and Technical Services team	
	<ul style="list-style-type: none"> Collaborate with Teen Advisory team to offer themed monthly displays 	During FY 2024	Young Adult Librarian	
	<ul style="list-style-type: none"> Create themed material displays in strategic areas Plan virtual displays on various online platforms 	During FY 2024	Youth Services team	
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 	During FY 2024	Technical Services, Circulation and Youth Services Departments	
	<ul style="list-style-type: none"> Consult with other young adult librarians at comparable libraries to gather collection development ideas 	During FY 2024	Young Adult Librarian	
	<ul style="list-style-type: none"> Weed adult nonfiction collection <ul style="list-style-type: none"> Weed by Dewey classification with the average of one section per month 	During FY 2024	Adult Services Team with support from Technical Services Team	
	<ul style="list-style-type: none"> Assess opportunities for moving and rearranging collections, adding shelving, etc. 	During FY 2024	Library Director and Management Team	
OBJECTIVE F: Provide means for patrons to easily make collection recommendations	<ul style="list-style-type: none"> Continue to provide request slip that includes both specific title requests and general topical recommendations <ul style="list-style-type: none"> Make available in print and online 	During FY 2024	Circulation Services Team and Digital Services Librarian	
GOAL 3B: 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 	During FY 2024	Adult Services Team and Acquisitions Team	
OBJECTIVE I: Strengthen collections; build inclusive collections	<ul style="list-style-type: none"> Follow library trends to scope out new material formats Continue to evaluate databases Provide training for staff on e-resources and e-content 	During FY 2024	All staff responsible for collections Adult Services team	
SERVICE PRIORITY #4: VISIT A COMFORTABLE AND WELCOMING PLACE: PHYSICAL AND VIRTUAL SPACES				
GOAL 4A: Make patrons who visit and use the library feel it is a place that is pleasant, simple to use and welcoming				
OBJECTIVE A: Make policies easy to understand and user-focused	<ul style="list-style-type: none"> Schedule regular review of policies 	During FY 2024	Management team and Adult Services Team	
OBJECTIVE B: 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 	During FY 2024	Management team	

OBJECTIVE C: Update and maintain welcome packets	<ul style="list-style-type: none"> • Create new welcome packets. Gather relevant/updated information from each department to ensure packets are current. 	During FY 2024	Circulation department staff	
GOAL 4B: 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 	During FY 2024	Digital Services Librarian and Reference Librarian	
GOAL 4C: 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 • Ensure website continues to meet accessibility needs of our community of patrons 	During FY 2024	Assistant Director, Digital Services Librarian and Reference Librarian	
GOAL 4F: Provide opportunity for new or regular users to learn more about accessing library services				
OBJECTIVE A: Offer technology classes for patrons	<ul style="list-style-type: none"> • Plan to offer 3 technology classes every quarter 	During FY 2024	Digital Services Librarian and Technology Specialist	
OBJECTIVE B: Promote physical resources through e-newsletter and social media	<ul style="list-style-type: none"> • Promote items such as Library of Things, art prints, kits and, board games regularly through e-newsletter and social media 	During FY 2024	Reference Librarian	
SERVICE PRIORITY #5: SATISFY CURIOSITY: LIFELONG LEARNING				
GOAL 5A: Provide learning opportunities for children, teens, adults and seniors				
OBJECTIVE A: 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 	During FY 2024	Youth Services team, Circulation Services team and Outreach librarian	
OBJECTIVE B: 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 • Plan two programs annually designed to train patrons on proper usage of various items belonging to SPL's Library of Things 	During FY 2024	Assistant Director and 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 2024	Young Adult librarian	
OBJECTIVE B: Present ideas about possible new literature and reading based programs to Teen Advisory team and /or other teen groups	<ul style="list-style-type: none"> • Brainstorm with Teen Advisory team members to solicit their input 	During FY 2024	Young Adult librarian	
GOAL 5E: Enhance the learning experience of library visits for children and families				
OBJECTIVE A: Provide more learning opportunities for K-6 students and their families	<ul style="list-style-type: none"> • Maintain the Library Makerspace and explore opportunities to keep it robust • Plan for quiet study area for after-school students • Research equipment/furniture and find funding sources to maintain and improve the imaginative play area 	During FY 2024	Youth Services Team	
GOAL 5H: Promote technological and digital literacy among patrons				
OBJECTIVE A: Educate patrons in the use of library technology as well as basic computer services	<ul style="list-style-type: none"> • Maintain the Library Makerspace by applying for LSTA grant • 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 library technology 	During FY 2024	Assistant Director, Digital Services Librarian and Technology Specialist Digital Services librarian and Technology Specialist	
GOAL 5 I: Continually provide new technology for patrons to explore				
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.	<ul style="list-style-type: none"> • Regularly curate digital educational resources to ensure they best reflect the needs of the community 	During FY 2024	Digital Services Librarian and Acquisitions team	

OBJECTIVE B: Ensure software available on public PCs is regularly updated and that new software is added as needed.	• Create regular schedule to update software on public computers	During FY 2024	Digital Services Librarian and Technology Specialist	
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