

**Shrewsbury Public Library, Shrewsbury MA**

Priya Rathnam, Library Director

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Shrewsbury Public Library Strategic Plan of Service 2020 through 2024	Actions	Time frame	By Whom (optional)	Progress Notes
<b>SERVICE PRIORITY #1: CELEBRATE DIVERSITY: CULTURAL AWARENESS</b>				
<b>GOAL 1A To offer programs, services and resources that celebrate our community's diversity</b>				
<b>OBJECTIVE B:</b> offer multicultural programs to celebrate various ethnicities and cultures	<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 2021	Adult Services Team, with support from Circulation and Technical Services Departments; seek input from ECC facilitators and participants	
	<ul style="list-style-type: none"> <li>Collaborate with SPLAT to plan quarterly programs celebrating different cultures</li> </ul>	During FY 2021	Young Adult Librarian	
	<ul style="list-style-type: none"> <li>Plan year-long multicultural programs that celebrate cultures from around the world</li> </ul>	During FY 2021	Children's Services Team	
<b>GOAL 1B: Broaden programming and collection resources beyond ethnic diversity. Build resources to support other minority groups.</b>				
OBJECTIVE A: Build resources to support the visually challenged, the deaf community and the LGBTQ+ community	<ul style="list-style-type: none"> <li>Expand and diversify collections to serve minority groups</li> <li>Explore 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 2021	Adult Services Team, with support from Circulation and Technical Services department	

	<ul style="list-style-type: none"> <li>• Maintain ongoing diversity audit of new materials</li> <li>• Offer programs that address the interests of various minority groups</li> </ul>	During FY 2021	Young Adult Librarian	
	<ul style="list-style-type: none"> <li>• Offer programs that serve various minority groups, including the homeschooling community</li> </ul>	During FY 2021	Children's Services Team	
<b>GOAL 1C: Encourage community dialogue on topics of diversity, culture, politics and town priorities</b>				
OBJECTIVE A: Offer three community engagement programs each year	<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>• Host a Health fair or how-to fair with community members playing an active role</li> </ul>	During FY 2021	Adult Services Team	
<b>SERVICE PRIORITY #2: KNOW YOUR COMMUNITY; COMMUNITY RESOURCES AND SERVICES</b>				
<b>GOAL 2C: Ensure that Library Programs and Services are advertised broadly in various publicity forums</b>				
OBJECTIVE B: Expand program advertising beyond library print newsletter.	<ul style="list-style-type: none"> <li>• Create press releases for area print and online newspapers and listservs</li> <li>• Create slides for digital display</li> <li>• Regularly promote programs on social media</li> </ul>	During FY 2021	Children's Services Team and YA Librarian	
	<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 2021	Adult Services Team	
<b>GOAL 2D: Create a central source for new residents to find information about the town</b>				

<b>OBJECTIVE A:</b> Maintain and update information about town resources	<ul style="list-style-type: none"> <li>Continually update town information online and in physical folders</li> <li>Ensure online links and contact information are current</li> </ul>	During FY 2021	Reference librarian with input from Town information team and assistance from Circulation department	
	<ul style="list-style-type: none"> <li>Maintain and update resources that link to children's activities in the community</li> </ul>		Children's Services Team	
	<ul style="list-style-type: none"> <li>Identify other town information topics to focus on</li> </ul>		Town Information Team	
<b>OBJECTIVE B:</b> Provide training opportunities for all staff on assisting patrons with town information	<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>SERVICE PRIORITY #3: STIMULATE THE IMAGINATION: READING, VIEWING AND LISTENING FOR PLEASURE</b>				
<b>3A GOAL: To improve collections for the public and make it easier for patrons to find items they are seeking.</b>				
<b>OBJECTIVE A:</b> Review Collection Development (CD) policy every year.	<ul style="list-style-type: none"> <li>Review Collection Development Policy once a year</li> <li>Review budget allotment for various categories and patron needs: focus on results that emerge</li> </ul>	During FY 2021	Library Managers and Acquisitions Team	
Provide readers' advisory training to all staff	<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>Invite MLS consultants to provide one training session</li> <li>Investigate online training options</li> <li>Sign up for Novelist or other training webinars; share lessons learned with all staff</li> </ul> </li> </ul>	During FY 2021	Library Managers and their division staff	
<b>OBJECTIVE D:</b> Plan monthly display of materials	<ul style="list-style-type: none"> <li>Create themed material displays in strategic areas</li> <li>Display brochures that help patrons with</li> </ul>	Ongoing	Reference librarian and Circulation department staff and Technical Services team	

	selections			
	<ul style="list-style-type: none"> <li>Collaborate with SPLAT to offer themed monthly displays</li> </ul>		Young Adult Librarian	
	<ul style="list-style-type: none"> <li>Create themed material displays in strategic areas</li> <li>Display brochures that help patrons with selections</li> </ul>		Children's Team staff	
<b>OBJECTIVE E:</b> Assess collections and weed and build specific topic areas as needed	<ul style="list-style-type: none"> <li>Create usage reports for all collections, to aid in assessment <ul style="list-style-type: none"> <li>Weed children's collections</li> <li>Weed adult fiction collection, audio book and movie collection</li> <li>Develop rotating schedule for sections and formats, so that weeding is done on a regular basis</li> <li>Reinstate circulating early literacy backpacks</li> </ul> </li> </ul>	Ongoing	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>		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>	Ongoing	Adult Services Team	
	<ul style="list-style-type: none"> <li>Assess opportunities for moving and rearranging collections, adding shelving, etc.</li> </ul>	Ongoing	Library Director and Management Team	
<b>OBJECTIVE H:</b> Provide means for patrons to easily make collection recommendations	<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>		Circulation Services Team and Electronic Services Librarian	
<b>3B GOAL: Expand formats of collections to maximize access to materials and information.</b>				
<b>OBJECTIVE A:</b> Continue to grow e-book collection in a manner that best follows the collection development policy.	<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> </ul> </li> </ul>	Ongoing	Adult Services Team and Acquisitions team	

	<ul style="list-style-type: none"> <li>○ Provide training for all staff</li> </ul>			
<b>OBJECTIVE I:</b> Strengthen collections; build inclusive collections	<ul style="list-style-type: none"> <li>● Follow library trends to scope out new formats</li> <li>● Continue to evaluate databases</li> <li>● Provide training for staff on e-resources and e-content</li> </ul>	During FY 2021	All staff responsible for collections	
<b>SERVICE PRIORITY #4: VISIT A COMFORTABLE AND WELCOMING PLACE: PHYSICAL AND VIRTUAL SPACES</b>				
<b>GOAL 4A: To 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:</b> Assess noise level norms throughout the building.	<ul style="list-style-type: none"> <li>● Consider unique spaces and activities that currently take place on each floor and in each area of the building</li> <li>● Engage staff and public in discussion of the issue</li> <li>● Identify and develop set of recommendations for any changes</li> <li>● Consider ramifications of changing Group Study Room # 218 to quiet use only</li> </ul>	During FY 2021	Library Director, and Management Team, with assistance from the Public Building Department and in consultation with Library Trustees	
<b>OBJECTIVE B:</b> Make policies easy to understand and user-focused	<ul style="list-style-type: none"> <li>● Schedule regular review of policies</li> <li>● Integrate public into review process, when possible</li> </ul>		Management team and Adult Services team	
<b>Goal 4 C: To make it easy to use and find information on the library website</b>				
<b>OBJECTIVE A:</b> Improve Website usability	<ul style="list-style-type: none"> <li>● Solicit proposals from various web design firms to find one capable of designing an attractive, functional library website</li> <li>● Assess costs of web hosting and related expenses</li> <li>● Promote virtual reference by adding Ask a</li> </ul>	Ongoing	Director and website development team with input from all staff  Reference Librarian	

	Librarian feature on the website			
<b>SERVICE PRIORITY #5: SATISFY CURIOSITY: LIFELONG LEARNING</b>				
<b>GOAL 5C: Increase evening and weekend programming for children and teens</b>				
<b>OBJECTIVE A:</b> Identify options and resources to facilitate evening and weekend programs	<ul style="list-style-type: none"> <li>Review listservs for recommendations of community organizations and program facilitators to run library programs.</li> <li>Hire outside facilitators once a quarter</li> </ul>	Ongoing	Head of Children's services	
<b>OBJECTIVE B:</b> Conduct monthly Saturday programs	<ul style="list-style-type: none"> <li>Facilitate Saturday programs once a month</li> </ul>		Head of Children's Services and Children's Services team	
<b>OBJECTIVE C:</b> Conduct monthly evening programs	<ul style="list-style-type: none"> <li>Facilitate evening programs once a month</li> </ul>		Head of Children's Services and Children's Services team	
<b>GOAL 5D: Include more literature and reading-based programs for teens</b>				
<b>OBJECTIVE A:</b> Conduct peer research to learn of literature and reading-based programs at other libraries	<ul style="list-style-type: none"> <li>Review listservs, programming forums to research literary programs being offered at other libraries</li> </ul>	During FY 2021	Young Adult librarian	
<b>OBJECTIVE B:</b> Present ideas about possible new literature and reading based programs to SPLAT and /or other teen groups	<ul style="list-style-type: none"> <li>Brainstorm with SPLAT members to solicit their input</li> </ul>	During FY 2021	Young Adult librarian	
<b>OBJECTIVE C:</b> Launch one new literary/reading-based program	<ul style="list-style-type: none"> <li>Launch a book group or other literary program</li> </ul>	During FY 2021	Young Adult librarian	
<b>GOAL 5E: Enhance the learning experience of library visits for children and families</b>				
<b>OBJECTIVE B:</b> Add toys and learning manipulatives to the children's courtyard, to enhance the outdoor learning experience	<ul style="list-style-type: none"> <li>Continue to acquire and maintain courtyard play equipment</li> </ul>	During FY 2021	Children's Services team	

<b>GOAL 5H: Promote technological and digital literacy among patrons</b>				
<b>OBJECTIVE A:</b> Educate patrons in the use of library technology as well as basic computer services	<ul style="list-style-type: none"> <li>Continue to offer robust slate of technology classes on topics such as Microsoft Office, social media usage, and library databases among others.</li> <li>Work on developing drop-in technology clinic that best meets patron needs</li> </ul>	Ongoing	Electronic Resources librarian and Technology Specialist	
<b>GOAL 5 I: Continually provide new technology for patrons to explore</b>				
<b>OBJECTIVE A:</b> 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"> <li>Regularly curate digital educational resources to ensure they best reflect the needs of the community</li> </ul>	Ongoing	Electronic Resources librarian and Acquisitions team	
<b>OBJECTIVE B:</b> Ensure software available on public PCs is regularly updated and that new software is added as needed.	<ul style="list-style-type: none"> <li>Create regular schedule to update software on public computers</li> </ul>	Ongoing	Electronic Resources librarian and Technology Specialist	