

Pembroke Public Library

FY20 Action Plan

Service Response 1: Community outreach

Goal: The Library will improve the marketing of services and events so that all residents have the opportunity to participate.

Objective: A marketing plan will be developed, by fall 2019.

Action: Review current practices.

Action: Survey program attendees to determine the most successful marketing outlets.

Action: Use acquired data to develop best practices.

Objective: Social media platforms will be optimized to increase community interaction and participation, by spring 2020.

Action: Review social media statistics and insights to determine current activity.

Action: Develop the best content scheduling for each platform.

Action: Develop more consistent original content.

Goal: The Library will increase community engagement.

Objective: Collaboration initiatives will be developed with other town organizations including Council On Aging and local schools, by summer 2019.

Action: Identify the agencies and points of contact.

Action: Initiate preliminary discussions to determine next steps.

Action: Meet to develop cooperative activities.

Objective: Local business leaders will be identified for partnering opportunities, by spring 2020.

Action: Identify the agencies and points of contact.

Action: Initiate preliminary discussions to determine next steps.

Action: Meet to develop mutually beneficial relationships.

Objective: Other potential community partners will be identified, by spring 2020.

Action: Research agencies and groups not yet identified.

Service Response 2: Be a community space that is warm, welcoming, and available

Goal: The Library will provide updated technology and knowledgeable staff.

Objective: Current library technology will be evaluated to determine needs, by fall 2019.

Action: Review hardware currently in the library and determine lifespan and replacement schedule.

Action: Review software currently in the library and determine lifespan and replacement schedule.

Objective: Identify funding or seek outside sources, by spring 2020.

Action: Develop an optimal budget to meet technology needs.

Action: Seek to increase library technology budget line.

Action: Submit an article at Town Meeting seeking a capital outlay to cover costs.

Action: Research private donors and/or grants.

Goal: The Library will evaluate current space availability and use.

Objective: The library will seek out a space planner, by fall 2019.

Action: Survey other libraries to determine recommended space planners.

Action: Contact appropriate candidate.

Objective: Space will be reallocated where possible following planner's suggestions, by spring 2020.

Action: Develop a plan to enact space reallocation.

Objective: Evaluate current parking and possible expansion, by fall 2019.

Action: Identify and contact a professional to evaluate parking and traffic flow.

Objective: The Library will develop creative spaces and quiet study areas.

Action: Through observation, identify current space usage.

Action: Identify underutilized areas.

Goal: The Library will pursue expanded service hours.

Objective: Staffing will be reviewed to determine if changes could provide coverage, by fall 2019.

Action: Review statistics collected from people counter and hourly circulation usage reports and compare to current staffing levels.

Objective: Increased funding will be sought to expand service hours, offering more or longer Sunday service, by spring 2020.

Action: Submit FY21 budget with increased hours.

Service Response 3: Stimulate curiosity and imagination

Goal: Residents will have easy access to materials that will enhance their pleasure reading.

Objective: The Library will purchase materials on a wide range of topics, in various formats and for all ages, ongoing.

Action: Library staff will review usage of subject areas of the collection.

Objective: Circulation of new adult books will increase 3% each year.

Action: Identify and create display space.

Action: Reallocate budget to purchase multiple copies of popular titles.

Objective: Downloadable material usage will increase by 3% each year.

Action: OverDrive materials will be purchased monthly for adults and teens.

Action: Develop marketing initiatives for OverDrive resources.

Objective: Usage of online resources, especially learning programs, will increase 3%.

Action: Develop marketing initiatives for online resources.

Action: Continue staff training to increase awareness of online resources.

Action: Statistics on online resource usage will be reviewed monthly.

Objective: Review and update the library's Collection Development Plan, by fall of 2019.

Action: Research similarly sized libraries' collection development plans to determine areas of improvement.

Goal: The Library will develop and support lifelong learning initiatives.

Objective: Attendance at events and classes will increase 5% each year.

Action: Local agencies and community groups will be targeted for outreach and will receive upcoming program lists monthly.

Action: Events and programs will be posted in the library, on the library's social media pages, in library newsletters, in the Pembroke Public School system email blast, and in other local community areas such as the schools and post offices.

Objective: Adult participation in the Summer Reading Program will increase 5%.

Action: The Director or Reference Librarian will visit the Council on Aging and senior housing in June to promote the program.

Action: Library staff will note anecdotal feedback from Summer Reading Program participants regarding the event and its programs to determine best practices.

Objective: The number of Pembroke residents with library cards will increase by 3% each year.

Action: Initiatives will be developed to increase sign-ups, including ALA plans, by summer 2019.

Action: The Director or Reference Librarian will visit the Council on Aging and senior housing twice a year, beginning fall 2019.

Action: Staff will attend community events with technology and equipment to distribute new library cards.

Objective: Explore partnerships with local educational organizations, by spring 2020.

Action: Identify potential schools, universities, and adult education programs.

Goal: The Library will support interests and educational needs of teens.

Objective: Teen participation in the Summer Reading Program will increase 5%.

Action: The Youth Services Librarian will visit Pembroke Community Middle School and Pembroke High School in June to promote the Summer Reading Program and associated resources and events.

Action: The Youth Services Librarian will conduct weekly events planned to match the Collaborative Summer Reading Program theme in addition to regular programming.

Action: Library staff will note anecdotal feedback from Summer Reading Program participants regarding the event and its programs to determine best practices.

Objective: Teen and young adult participation for event attendance, visits, and volunteering in the library will increase 3% per year.

Action: Youth staff will provide monthly programs for teens based around interests expressed by local teens.

Action: Youth staff will provide two targeted workshops or series programs with a guest for this age group bi-annually.

Action: Volunteer opportunities will be developed in support of children's and library-wide programs.

Objective: Circulation of young adult materials (fiction and nonfiction) will increase 5% each year.

Action: Shelf-talkers and book lists will be increased and integrated into the YA Lounge to allow teens more independence in browsing.

Objective: The library will purchase current materials for popular handheld devices, and gaming consoles, as they become available.

Action: Circulating materials will be kept up-to-date with recent console releases, reviewed quarterly.

Goal: The Library will support interests and educational needs of school-age children.

Objective: Participation in and attendance to library events for school-age children will increase by 3% each year.

Action: Youth staff will provide at least one monthly program for students with grades K-2 and/or grades 2-6.

Action: Youth Services Librarian will make monthly trips dedicated to storytimes at a local elementary school.

Action: Events and programs will be posted in the library, on the library's social media pages, in library newsletters, in the Pembroke Public School system email blast, and in other local community areas such as the schools and post offices.

Goal: The Library will encourage early literacy and play for ages birth through 5.

Objective: The Parent/Teacher Kits collection will increase by 5% each year with a focus on manipulatives and interactive stories.

Action: The library will purchase materials quarterly for the Parent/Teacher Kits collection based on caregiver requests, educator recommendations, professional journal reviews, and community needs and interests.

Objective: Youth staff promote and support a program by spring 2020 with a goal to educate caregivers about early literacy and encourage youth development.

Action: Review pre-built early literacy program options.

Action: Review successful programs in other local libraries.

Goal: The Library will develop creative opportunities for patrons.

Objective: Spaces will be identified for use as passive play, dramatic play, makerspace, or game areas, by spring 2020.

Action: Through observation, identify current space usage.

Action: Identify underutilized areas.

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