



Pembroke Public Library FY21 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 2020.

Action: Review current practices.

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

Action: Use acquired data to develop best practices.

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 fall 2020.

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 2021.

Action: Identify the agencies and points of contact.

Action: Initiate preliminary discussions to determine next steps.

Action: Meet to develop mutually beneficial relationships.

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

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

Objective: Identify funding or seek outside sources to meet identified technological needs, by fall 2021.

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: Evaluate current parking and possible expansion, by fall 2020.

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

Action: Submit FY22 budget with increased hours.

Goal: The Library will provide assistive technology in an inclusive, accessible space.

Objective: Evaluation measures will be designed to assess the effectiveness of services in meeting current user and non-user needs and to determine what services might be instituted to make the library and its services more accessible, by fall 2020.

Action: Survey other libraries for successful and effective services for accessibility.

Action: Research and explore adaptive technologies for implementation (noise-cancelling headphones, non-verbal communication guides, etc.).

Goal: The Library will provide an accessible web presence.

Objective: Examine best practices for creating accessible websites using standards and resources for Section 508 compliance, by fall 2020.

Action: Edit and test webpages for accessibility to meet standards.

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: Promote marketing initiatives for OverDrive and hoopla 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.

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.

Action: Library staff will be trained on the importance and promotion of the Summer Reading Program for adult patrons.

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 fall 2020.

Action: The Director or Reference Librarian will visit the Council on Aging and senior housing twice a year, beginning fall 2020.

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

Objective: Explore partnerships with local educational organizations, by fall 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: 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 and visits 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.

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 bi-monthly trips dedicated to storytimes at local elementary schools.

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 3% 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 will adapt the early literacy program, 1,000 Books Before Kindergarten, to the needs of the community for launch by spring 2021.

Action: Identify funding or seek outside sources to promote and enact program.

Action: Create timeline of launch including program tracking for our current online software Beanstack and staff training.

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