

Scituate Town Library Strategic Plan

FY2019-FY2024



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Introduction

The Scituate Town Library presents here its five-year Strategic Plan for the fiscal years of 2019-2024. Based on feedback and input from the community, the Strategic Plan is a roadmap for the library to chart its course. It is intended to be a flexible, living document. Annual Action Plans will be submitted by the Library that account for how those goals and objectives are met, planned for, or altered in any way.

The library's planning process is based on Sandra Nelson's "Strategic Planning for Results," and included the feedback of a Community Planning Committee of town residents as well as a community survey with nearly 700 respondents, and additional focus groups with teens and staff. (For a full accounting of the library's methodology, please see "Planning Methodology", p.10).

Mission Statement

The Scituate Town Library is committed to being a safe and welcoming environment that provides and promotes open and free access to learning opportunities, cultural experiences, and informational resources.

Vision Statement

The Scituate Town Library will be a gathering place to learn, create, and connect with others in Scituate and beyond. The library will support and encourage inquiry, curiosity, discourse, and lifelong learning through use of its space, collections, and programs for patrons of all ages.

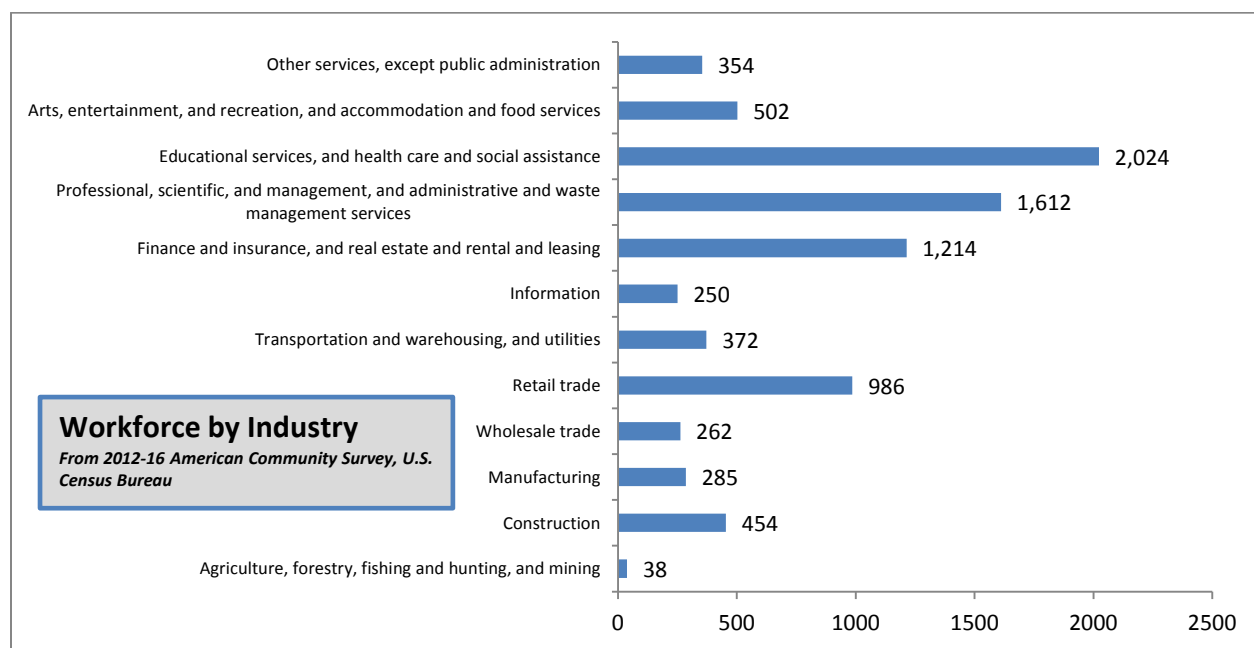
Community Overview

The Town of Scituate is a mid-sized South Shore suburb of 18,478 residents approximately an hour south of Boston. Even with the Greenbush Line of the commuter rail becoming active in 2007, Scituate is still considered "off the beaten path," as the closest highway is about twenty minutes away.

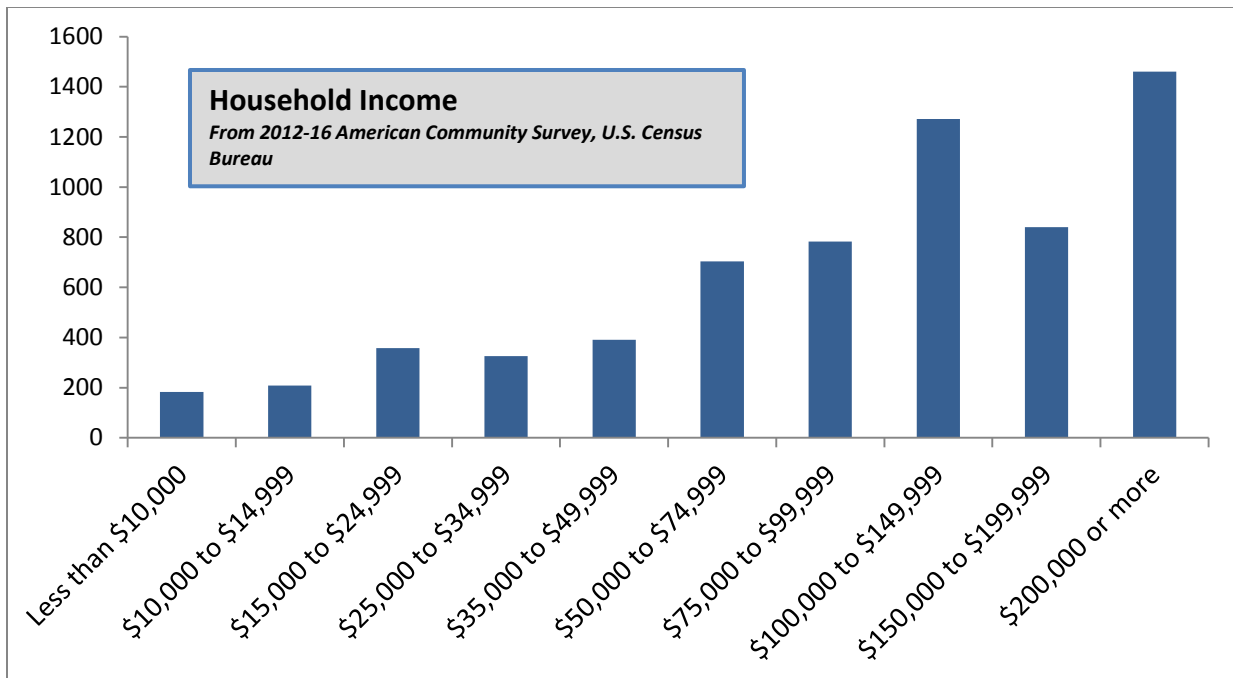
Scituate is a coastal town that prides itself on its natural beauty and encourages an active lifestyle. Recreation and preservation, especially of a maritime nature, are causes close to its residents' hearts.

There is very little large commercial development in town, but there are three active business areas (Scituate Harbor, Greenbush, and North Scituate Village) that cater to both residents and tourists alike. The town was established in 1636 and values its history as one of the oldest incorporated towns in Massachusetts. Scituate retains an active interest in its history and the Scituate Historical Society maintains historic sites such as Lawson Tower, the Scituate Lighthouse, the Old Oaken Bucket Homestead, the Cudworth House, and the Little Red Schoolhouse.

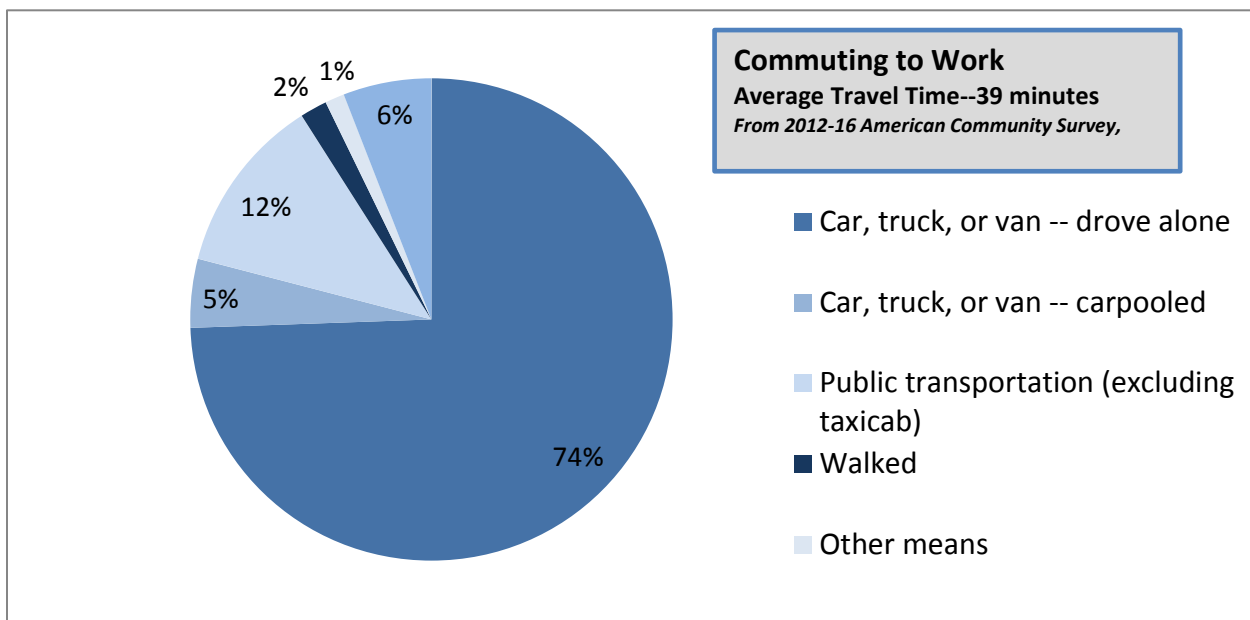
While historically a fishing village, the town has significantly changed over the years. Though there is still an active, working pier, the majority of its working citizens (8,769 in total) are now largely focused in the white collar fields of education, health care, management, finance, and insurance.



Scituate is a somewhat affluent town. Most households earn at least \$100,000 per year, and the largest cohort earns \$200,000 or more. The cost of living in Scituate is high, with the median cost of a home at \$562,945 (\$196,045 over the state's average). Rental property is limited in Scituate; 86% of homes are owner-occupied.



Largely due to its relatively isolated location, most of Scituate's working force has a significant commute. Of the 8,626 residents who commute, most average 39 minutes of travel time. Even with the advent of the commuter rail, the majority of commuters travel alone by vehicle. Twelve percent reported taking public transit.



Library Overview

Scituate has a long history of supporting its libraries. As early as 1875, a group of residents formed the “Paddle Your Own Canoe” society, and in 1883 they opened a building to house their growing collection. In 1894, the Pierce Memorial Library was dedicated, and shortly after in 1911 the Allen Memorial Library opened. These two libraries served the town simultaneously until 1978, when a federal grant made possible a new library building that merged the two collections.

This 26,000 square foot building served the library well for many years, but could not keep pace with the growing trends in modern library service and the need for ADA compliance. In 2010, the Library Board of Trustees and Library Director, with the support of the Town, applied for a Massachusetts Board of Library Commissioners Public Library Construction Grant. In 2011, that application was granted as a “wait list” project. In the fall of 2012, Scituate was moved up from the wait list and given one year to secure the town match funding of \$7 million for the total \$12 million project. In December 2013, over 70% of voters at the ballot supported the library project, allowing it to move forward to construction. The project took an additional three and a half years of design and construction, and the doors of the new facility opened on June 12, 2017.

In order to make successfully complete this project, the library was fortunate to be supported by the Scituate Library Foundation, which has raised over \$1.5 million to date towards a \$2 million goal for the building project. This commitment to help offset the tax burden was a strong factor in gaining town-wide support for the project.

In addition to the Foundation, the Library Friends were also instrumental in not only providing a financial contribution to the project, but changing their business model from bi-annual book sales to staffing a year-round bookstore. The Friends fund all library programs as well as the museum pass program, and their support is essential for the library to provide excellent service.

The library is a member of the Old Colony Library Network, a member-driven, member-run network of twenty-six public and three academic libraries with reciprocal lending rights. The library pays a yearly fee to participate in the network. Aside from the ability to share collections and lend through the delivery system, which allows each library to expand the breadth of its individual collection, the network also shares a software system with updates and technical service maintained through a headquarters. The network provides training and assistance with technical service and cataloging, and seeks out potential new services and areas for growth that can be shared amongst members.

The library is open on average 64 hours per week, with an additional 3.5 on Sundays from October-April. In the community survey, a call for both year-round Sunday hours and/or an extension of Sunday hours was mentioned by numerous patrons. Currently, the Scituate library ranks fifth out of twenty-six public library members of the Old Colony Library Network in regards to hours open. The other four libraries with a greater amount of weekly hours open serve significantly larger communities (in order, Thomas Crane in Quincy, Weymouth libraries, Plymouth libraries, and the Brockton Public Library).

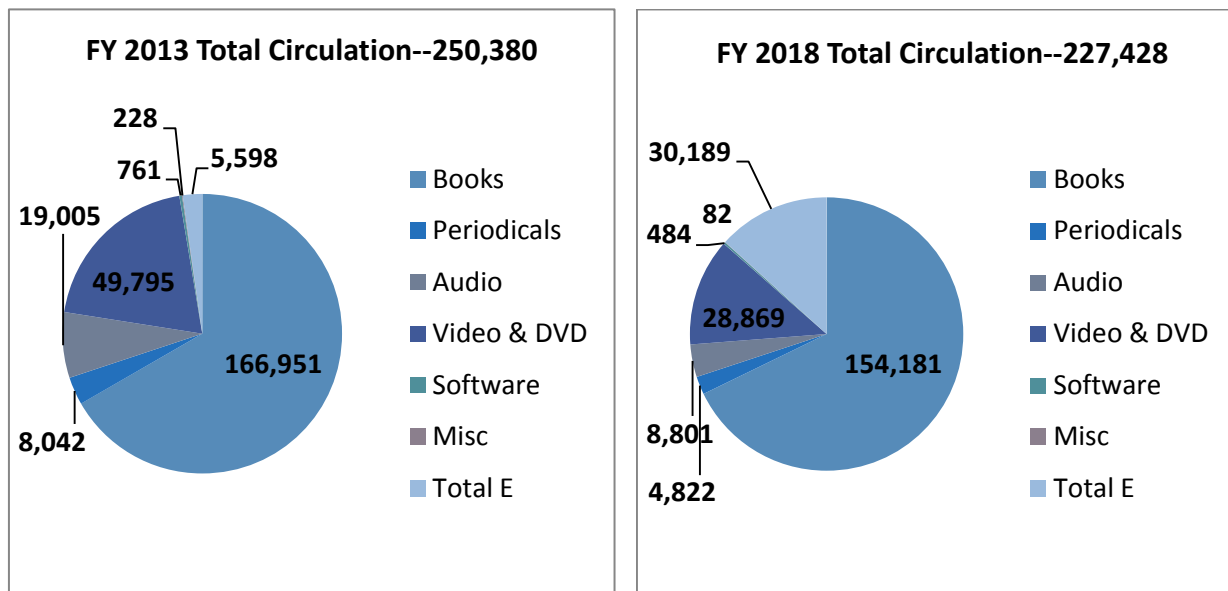
There are seventeen members of the Scituate Town Library staff, ten full-time and seven part-time. Three (two full-time and one part-time) staff serve the Children's Department, one full-time member serves the Teen Department, and one full-time staff member serves the Adult Services Department. In each of these, staff is responsible for all collection development, programming, and research services for their areas. The remainder of the staff work in administration, circulation, and assist in Adult and Children's services as needed. In reality, all staff provide a variety of cross-departmental functions and many projects span the entire library, not just one department.

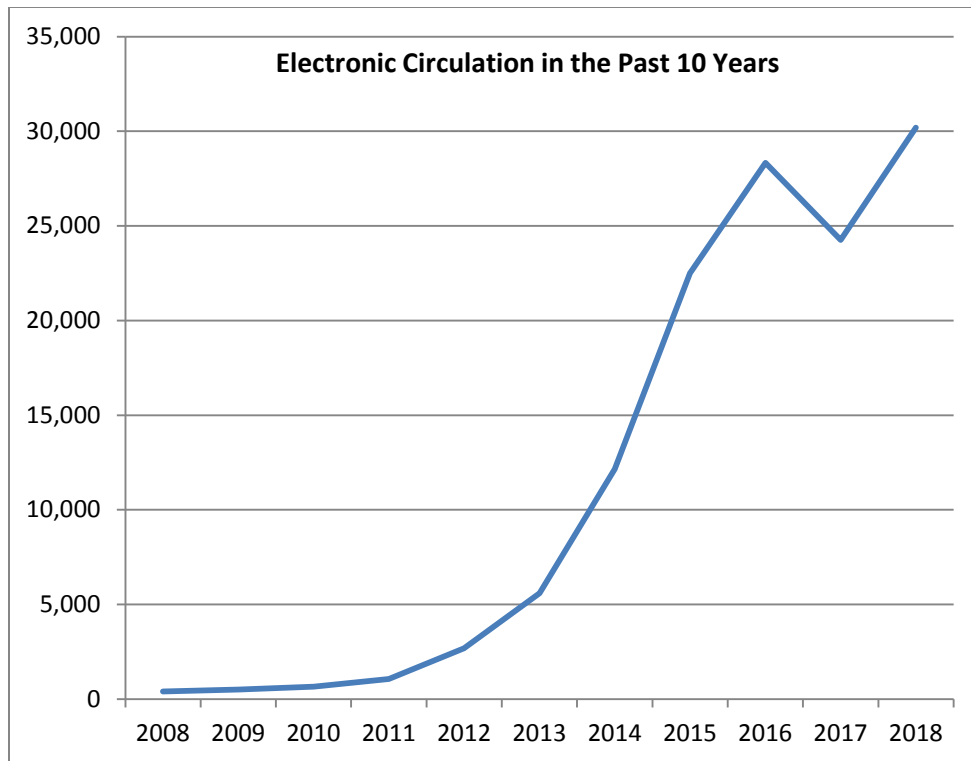
The Children's Department held 302 programs in FY18 with a total attendance of 11,209. Teen staff held 111 programs with a total of 924 attendees. Fifty-one adult programs were held with 817 attendees. Based on program turnout, patron requests, and survey feedback, it is highly desirable to add to the number of programs offered in all age groups and across generations. This does require additional staff or an investment in outside performers, lecturers, and teachers.

Below are several charts that illustrate the library's overall circulation, the percentage change of "physical vs. e" circulation in a 5-year period, and the significant uptick in electronic circulation since 2008, one of the first years that an electronic collection was offered to patrons.

While it appears that overall circulation has declined over five years, actual physical books circulated has not had a significant decline—166,951 books circulated in FY13 and 154,181 in FY18. Electronic circulation in FY13 totaled less than 6,000 items, while in FY18, 51,426 electronic items were circulated. Electronic content is often more expensive than print, sometimes with less return on investment, but it is a growing segment of library circulation that must be maintained. Significant financial resources need to be dedicated to both growing the electronic collection and marketing what is available in order for the library to best utilize its resources and meet the demands of patrons.

The circulation of DVDs, audiobooks, and periodicals has dropped significantly in the past five years. As the library looks to its limited budgetary resources, these are areas that could potentially be scaled back to accommodate the more heavily circulated print and electronic collections.





Planning Methodology

The Scituate Town Library modeled its strategic planning approach on that of Sandra Nelson’s *Planning for Results*, which outlines a strategic planning process that centers around the community and includes staff and Trustee input. The library also implemented tools from some newer strategic planning models such as the Harwood Institute’s “ASK” exercise, which asks four key questions of participants—What kind of community do you want to live in? Why is that important to you? How is that different from how you see things now? And, What are some of the things that need to happen to create that kind of change? These questions are meant to focus on the community as a whole, with the library working backwards to see how it can assist the community in meeting its goals.

The first step taken was to establish a core group that would oversee and construct the plan, which included a Library Trustee, a Staff Representative, and the Library Director. This small group was charged with selecting members of the larger Community Planning Committee,

keeping Trustees and staff informed of progress, constructing a Community Survey, compiling the survey and meeting data, and writing the overall plan.

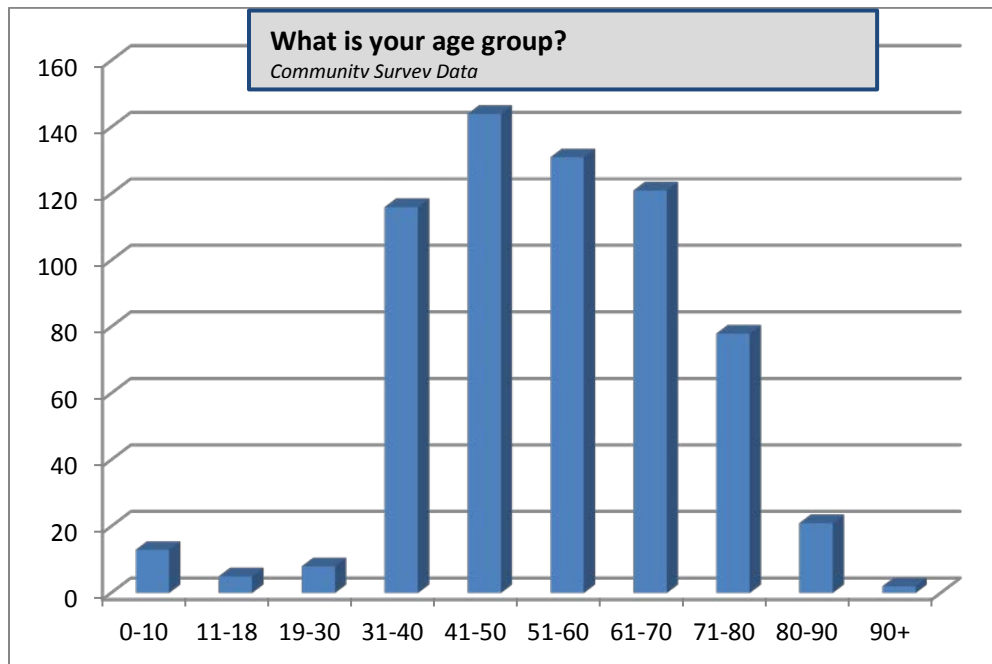
In December 2017, the staff of the library was led through the SOAR exercise, which seeks to identify a library's Strengths, Opportunities, Aspirations, and desired Results. This meeting was led by a professional facilitator. This activity gave the first feedback for the overall plan, and staff feedback was considered and included in the final plan.

A group of community members were invited to participate in the Community Planning Committee in April of 2018. These committee members were selected to represent a wide swath of the community, and included a Library Trustee, President of the Library Foundation, President of the Library Friends, teachers, business owners, entrepreneurs, a variety of representatives of town boards and committees, leaders of local non-profits, parents, seniors, and regular library users as well as non-library users.

Overall, twenty-one members of the community participated in the two formal planning meetings held on May 24 and June 21, 2018. Both planning meetings were led by professional facilitators. The first meeting took the group through the SOAR exercise, and largely focused on the library's role in the community. The second meeting took the group through the ASK exercise, and focused much more on overall goals and aspirations for the community as a whole. During the second meeting, the group was led through a selection of Sandra Nelson's Service Responses. Service responses are broad goals that can help define library priorities. The Service Responses themselves are common roles of libraries across the country, but the objectives are tailored to the individual needs of the community. Prior to the second meeting, the Library Director asked the committee to pre-select their "top ten" service priorities, and at the meeting these selections were narrowed down to five.

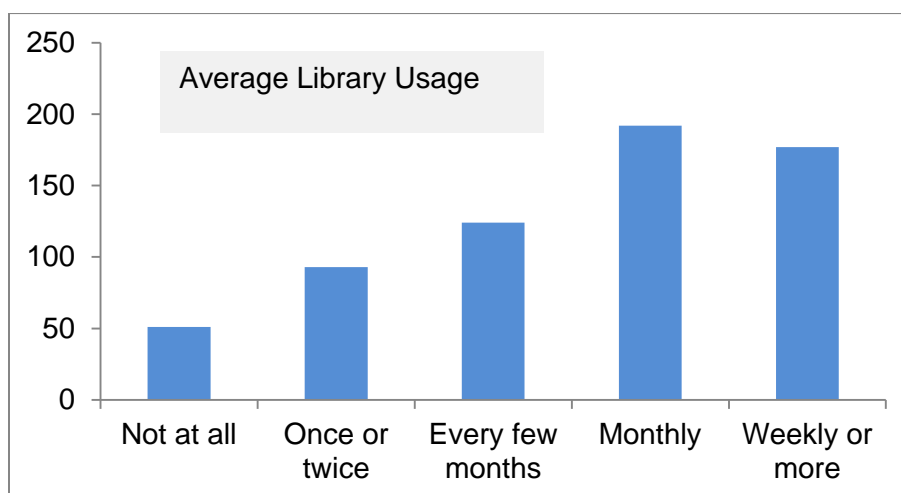
In July of 2018, a library survey went out to town residents and library patrons. The town issued the library survey twice through their "email blast" as well as placing it on its home page. The library likewise made the survey available electronically on its home page, as well as promoted it through Facebook, local newspapers, and in-house marketing. An email blast went out to parents/guardians of students enrolled in the Scituate Public Schools as well.

While most users chose to take the survey online, print copies were available for those who wanted them. Overall, 645 responses were received in a two-week time period. Survey respondents' age varied, but most respondents fell within the 31-70 brackets (over 80% of respondents). See next page for a full breakdown.



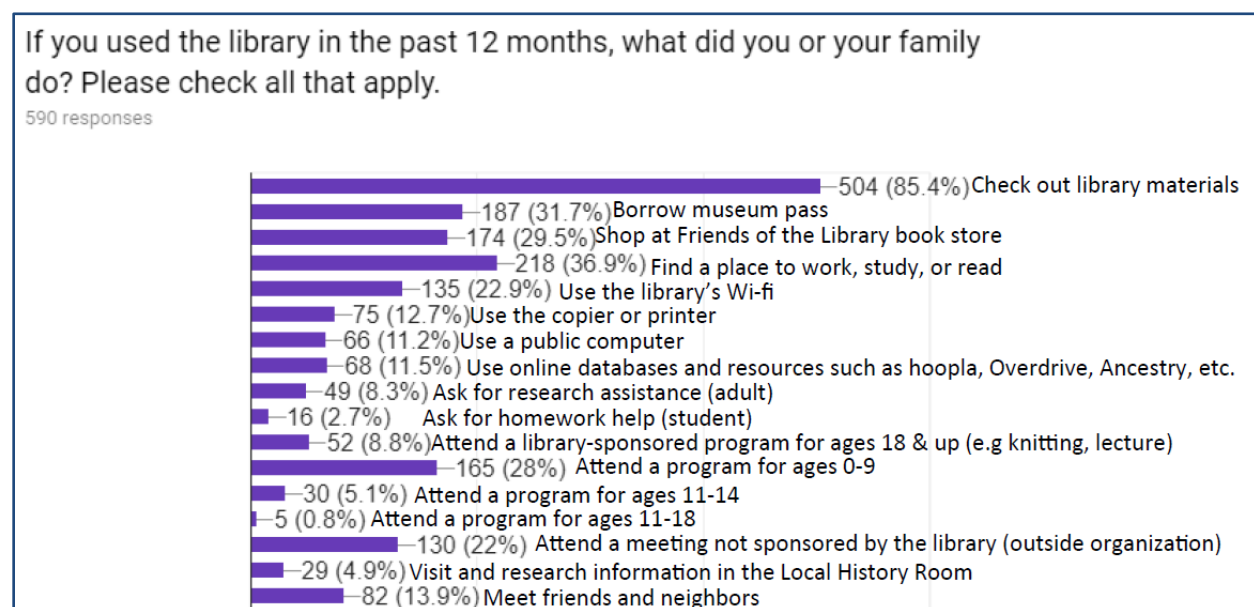
Of those respondents, 88% held a library card at the Scituate Town Library, and an additional 6% held a card within the Old Colony Library Network. Less than 5% reported not having a library card from any library.

Most survey respondents were regular library users, with only 8% reporting that they did not use the library at all.



Of those 81 respondents who did not use the library, the most frequently cited reasons were “I get info/books from other sources” (37%), “limited personal time/too busy” (34.6%), and “I get all my library materials electronically” (22%).

Survey respondents library usage varied across a number of activities, but by far the dominant activity of those respondents was checking out library materials (85.4%), followed by a large cohort that came to “Find a place to work, study, or read”. Shopping at the library’s Friends’ bookstore and borrowing a museum pass (also a service provided by the Friends), were also heavily cited. Program attendance and meeting room use were also popular reasons for library visits.



User Needs Assessment

The Library worked closely with staff, the Board of Trustees, and the Strategic Planning Committee to solicit feedback for its plan. In addition, a survey was sent to all members of the Library’s Friends, Foundation, and Board of Trustees, as well as the community as a whole. In planning meetings as well as through survey data, some key needs were identified.

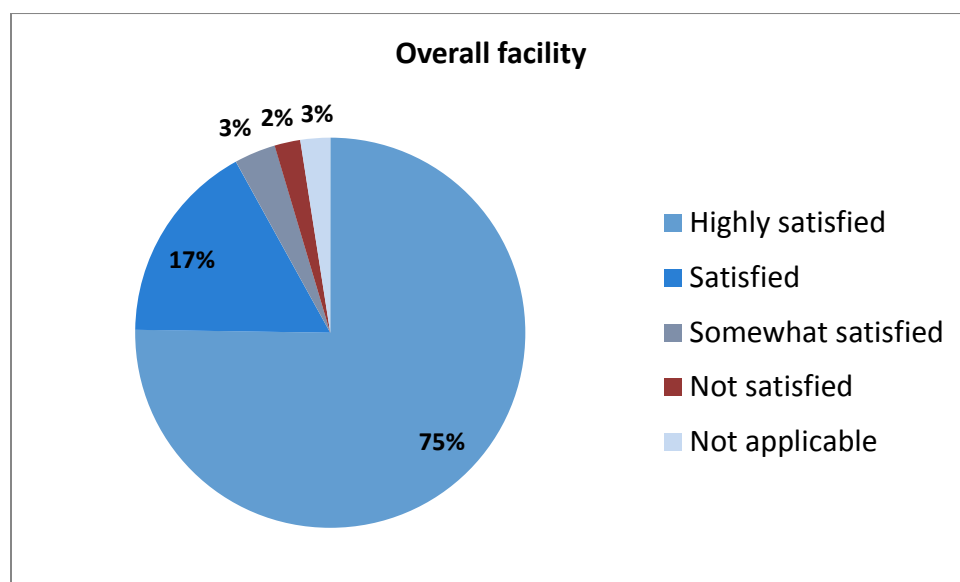
Facility/Space Allocation

While the library recently opened a renovated and expanded facility, it is clear that the physical space remains a key priority for patrons. Since the library is used for a great many different activities and by varied demographic, finding space solutions for each group and interest

remains a challenge. The library must continue to examine patron space concerns as their needs and uses of the facility change (Goal II, Objective B; Goal IV, Objective A).

Support of the library and satisfaction with the overall facility since opening the doors of its new building has been overwhelming, as is reflected in the data and comments received in the Strategic Planning survey. The library survey posed the question “Is there anything else you would like to share with us,” and received nearly 220 comments. Of those, at least forty comments were positive feedback on the new facility. The library was described as “beautiful”, “fabulous”, “fantastic”, “gorgeous”, “a jewel”, “where I feel most comfortable”, “like a 2nd home”, and “open and light filled”. However, there were a number of comments that implied the library’s openness also allowed for too much noise pollution, and urged a quieter space.

Feedback also stated that even more areas for study and work are needed. Despite the library and architect’s best efforts at predicting usage, the new building has attracted a larger-than-expected amount of users looking for quiet work and study spaces. This could be an area of space reallocation for the library to consider in future years (Goal IV, Objective B). Several comments made mention of the library’s need for self-check and self-pick up of holds, which is something that the library will be moving towards in the fall of 2018 (Goal IV, Objective D). Some comments urged the use of the lower level doors as both an entrance and an exit (currently, they only allow for exiting and are opened for entrance for only the largest community events). Understaffing and the need for adequate safety is the primary motivation for keeping the doors locked, and if that is addressed perhaps the library could reconsider this procedure. Multiple comments were for a café on site, as well as better and more landscaping (Goal IV, Objective C).



Marketing & Communication/Outreach

In order to ensure continued success with its existing programming, and to be able to promote new programs, marketing is another area in which the library must more heavily invest its resources. Many planning committee members as well as survey respondents, even those who were regular library users, felt that they were not always aware of all that the library offered. Some examples of survey comments that expressed these thoughts are: “current library resources and programming are excellent, and the staff is exceptional...but I believe there should be more community outreach to make everyone in town aware of what the library has to offer;” “you have so much to offer but I feel [programs] are not well advertised;” and “I think if more people knew about all the resources and programs, they would be amazed.”

The library must be able to dedicate significant time and possibly funding into marketing its resources in order to succeed. One of the clear areas for improvement is the library website, which is due for an update. This will be a critical priority over the next year and will greatly assist with the ability to market new and existing services and resources (Goal II, Objectives A & C; Goal V, Objective C).

Community outreach, closely linked to marketing, is another area for growth. There is both a desire for and expectation that the library will promote itself not just within the confines of the building, but outside of its own walls and into the community.

In the Strategic Planning Survey, the library asked the question “What would you like to be able to do or learn that the library could help with” and patrons provided 175 responses. These comments ranged from artistic and cultural needs, such as author talks and art instruction to technology concerns such as classes on software and devices (Goal II, Objective A; Goal III, Objective C), to suggestions to add more objects to the library’s non-traditional lending library (Goal III, Objective B). Additional requests focused on genealogy, social meetups, more programming for children, and language learning classes and conversation circles.

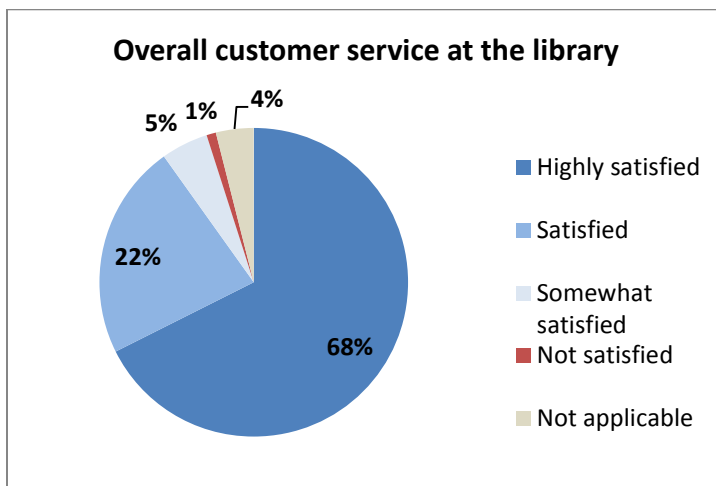
New Service Areas

During Community Planning sessions, as well as within survey data, a few new service areas emerged. The first, and most often mentioned, was a space for civic engagement. While the library always strives to provide a home for patrons to meet with local elected officials (or those seeking office), discuss community issues, host important town events and meetings, there is a strong desire to see the library take a more active role in fostering both these types of meetings as well as others that would allow for more open dialog within the community (Goal I, A-C, Goal III, A).

Another area where the library could expand its services is more educational opportunities for information literacy. In an era where many view traditional news sources as potentially biased, there is a greater need for the library to be involved in teaching the public on how to evaluate and use information (Goal V, Objective B).

Staffing

There were numerous positive comments about the staff of the library and the library's friendly and welcoming manner, and 68% of survey respondents stated they were "highly satisfied" with the library's customer service, and another 22% stated they were satisfied. Only 1% of respondents stated they were not at least somewhat satisfied.



Many comments also focused on the library's programming, with special attention to the plentiful and well-regarded Children's programming. Some key adjectives such as "welcoming and helpful", "friendly", "outstanding", "genuinely wonderful" among others were used to describe the staff. The overwhelming majority of comments regarding staff were positive, but a few highlighted the need to stay vigilant on making good customer service a focal point for continuing staff education.

Feedback gathered at the Community Planning meetings and with the survey is extremely important in determining the immediate future of the Scituate Town Library. However, one thing was very clear—in order to satisfy all of the desires and needs of patrons, the library must seek to expand its existing staff. No additional library staff was sought as part of the library's expanded and renovated facility, and yet the demands on staff time have increased dramatically with the opening of the new building.

Circulation statistics are deceiving, and not a good measure for the changing needs of patrons. While circulation is on par with pre-renovation levels or has even in some cases dropped, patron expectations have shifted and grown over the last ten years in not just Scituate but all libraries. The need for staff to remain current on all technologies—including every type of e-reader, smartphone, tablet, laptop, and traditional PC—is in itself a large task. This is coupled with the need for staff to understand how to instruct a variety of users on these devices, from the extremely computer literate to those just starting out with technology.

Not only must library staff understand the devices that patrons are using, they must also stay current on the electronic offerings of the library—both locally, as a network, and statewide. This includes traditional library formats such as databases, to electronic books, magazines, and audiobooks, to streaming and downloadable movies, t.v., and music. While these formats are a pervasive part of modern life, in reality they have been offered in libraries for less than ten years and are changing every day. Because these formats require a heavy financial investment, there must also be an equally large outlay of staff training and library marketing in order to receive the community’s best return on that investment.

The library also now offers new spaces and services, and has a facility that is attractive to a wide group of people seeking places to study, hold meetings (small and large), and have a quiet space to work. This requires attention to aspects such as room booking, assisting with wifi help, and striking a happy balance in the library between having a quiet working environment and assisting with patrons at the service desks and in the stacks in a courteous and friendly manner. These relatively new services and expectations are on top of traditional library services, such as staffing four busy service desks (Circulation, Children’s, Research, and Teens); programming for children, teens, and adults; readers’ advisory for all age groups; and the day-to-day task of managing a collection of over 80,000 physical items.

In order to continue to expand our services and offerings, an expanded staff will be necessary. For comparison, a list of libraries with towns of similar size (between 15-24,000) is listed below. This includes the number of full-time equivalency employees as well as a comparison of hours open. Scituate’s hours are amongst the highest of any other library shown (three other libraries are also open 64 hours) but has the least FTE of any library listed.

Location	Hours Open Per Week	FTE
Scituate - Scituate Town Library	64	14
Wilmington - Wilmington Memorial Library	64	17
Acton - Acton Memorial Library	64	21
Newburyport - Newburyport Public Library	64	21
Sudbury - Goodnow Public Library	63	17
Winchester - Winchester Public Library	62	25
Westwood - Westwood Public Library	56	18
Westford - J. V. Fletcher Library	55	23
Easton - Ames Free Library of Easton, Inc.	54	15
Hingham - Hingham Public Library	52	26
Duxbury - Duxbury Free Library	50	20
Marblehead - Abbot Public Library	47	18
Foxborough - Boyden Library	45	15
Sharon - Sharon Public Library	45	15

Collection Considerations

Scituate struggles to maintain a balance of offering a strong print collection alongside a strong electronic collection while facing budgetary pressures. While the average cost of a hardcover print book is approximately \$17-30, and can garner over 80 uses in a reasonable lifespan, an e-book can range from \$20-90, sometimes with a specific number of allowable checkouts (depending on the publisher) in its lifespan. The library and its network continue to explore ways in which to maximize the impact and return on investment for its electronic collections, but this will continue to be an issue for libraries as the demand for these resources grows but the demand for print remains strong.

Library Service Priorities—FY19 to FY24

Library service priorities were selected from eighteen responses described in Sandra Nelson’s *Strategic Planning for Results*. These responses are “designed to describe the most common clusters of services and programs that libraries provide” (Nelson, p.144). The Goals themselves are broad and as Nelson describes them, “a starting point” for communities to define what they would have their libraries commit to for the next five years. These goals were selected by the Community Planning Committee and from the results of the Community Survey, followed by targeted objectives and action items to show how the library will foster these community goals.

I. Community Goal: Be an Informed Citizen

- a. Objective: Create a “Know Your Town Government” Information Station (online and in library).

Action Items:

- i. Provide a dedicated library web page with important town information that is topic-based and continually updated (FY19-20).
- ii. Dedicate an area inside the library for relevant town information, announcements, and guides for new residents (FY20).
- iii. Work with town departments, boards, and committees to keep informed about relevant issues affecting the town, and keep these issues highlighted in both physical and virtual spaces (FY20-24).

- b. Objective: Host “Problem Solvers” labs to tackle community issues in an open setting.

Action Items:

- i. Open up the library’s largest meeting space on set dates and times for an open dialog about pressing town issues and concerns (FY20-21 pilot).
- ii. Provide a moderator and/or facilitator that will help outline discussion guidelines, keep the conversation relevant and on-target, and take notes as needed (FY20-21).
- iii. Pass on group feedback and ideas to the relevant town departments, boards, or committees responsible for decision-making in the topic area (end of FY21, continue in FY22-24 if successful).

- c. Objective: Host voter registration events.

Action Items:

- i. Work with the Town Clerk to offer in-library voter registration (FY20).

- ii. Use library space to highlight the multiple ways voters can register, and offer quick links on the website to guide people to those sources (FY20-24).

II. Community Goal: Create Young Readers

- a. Objective: Develop and promote literacy-based early childhood programs.

Action Items:

- i. Expand STEM/STEAM offerings through further development of Tinker Tots, currently in pilot stage (FY19-20).
- ii. Develop and circulate basic “Exploration” kits for literature-rich STEM experiences (FY21-24).
- iii. Establish regular weekend programming for ages 0-5, including music, movement or STEM activities (FY20-24).
- iv. Promote BookMatch to parents/caregivers of ages 0-5, in conjunction with 1000 Books (FY19-24).

- b. Objective: Market and promote 1,000 Books Before Kindergarten through community partnerships.

Action Items:

- i. Develop and distribute marketing materials for local physicians/pediatrician’s offices (FY20-24).
- ii. Partner with the Recreation Department to present 1000 Books information to Little People program parents/caregivers (FY19-24).
- iii. Establish regular visit schedule to Preschools to promote 1000 Books
- iv. Explore additional milestone recognition (FY19).

- c. Objective: Develop thematic shelving methodology for picture book collection.

Action Items:

- i. Evaluate the efficacy of “neighborhood/BISAC” shelving categories for picture books (FY19-20)
- ii. Expand and relocate Graphic Novel collection to a more prominent location FY19).
- iii. Add pictorial signage to nonfiction sections to promote access (FY20-21).
- iv. Purchase additional furniture/wall-mounted pieces for printed materials and/or book displays (FY21).

III. Community Goal: Satisfy Curiosity

- a. Objective: Host a Great Decisions course in the Library.

Action Items:

- i. Purchase a Classroom Packet from the Foreign Policy Association of their “Great Decisions” course materials (FY20).
 - ii. Seek a moderator/facilitator to run the series—either as a volunteer or with a small paid stipend (FY20).
 - iii. Evaluate the series based on attendance and a survey for continuing interest (FY21-22).
- b. Objective: Expand on the Object Lending Library.
Action Items:
 - i. Use Scituate Education Foundation grant funds to add fishing poles to the library’s collection (FY19-20).
 - ii. Add other items to object-lending collection recommended by patrons or in popular demand (FY19-24).
 - iii. Market object-lending collection through website, library displays, and outreach (FY20-24).
- c. Objective: Create topic-based lectures and learning sessions.
Action Items:
 - i. Hold lectures and learning sessions on a variety of topics ranging from cultural to educational (FY19-20).
 - ii. Create and distribute a programming survey to determine if programming is meeting up with community needs (FY20)
 - iii. Evaluate survey results and consider adding new programs as needed (FY20-21).
 - iv. Establish a practice of evaluating programming every two years to continually determine if programming is meeting with community needs (next evaluation in FY23).

IV. Community Goal: Visit a Comfortable Space

- a. Objective: Continue to evaluate library space allocation.
Action Items:
 - i. Work with groups like the Massachusetts Library System to perform a space usage study (FY20).
 - ii. Evaluate room usage and “people counter” (door counts) data to determine busiest times and days of week for the library (FY20).
 - iii. Present data along with recommendations to Board of Trustees (FY20-21).
- b. Objective: After evaluation, rearrange or purchase furniture as needed to enhance the interior space such as laptop tables, display tables, more and varied seating (FY20-22).

Action Items:

- i. Make recommendations based on space studies for purchase to Library Board of Trustees with Trust Funds, State Aid, or Gifts or to Library Foundation for direct purchase (FY 20-24).
- c. Objective: Enhance the enjoyment of the outdoor space with patio furniture and a reading nook on the lawn, by working with groups such as the Library Foundation, the Beautification Commission, and potentially the Community Preservation Act Committee to create spaces that are useful, attractive, and maintainable (FY20-24).

Action Items:

- i. Evaluate exterior space for possibility of an on-site reflection garden (FY19-20).
- ii. Work with Foundation and Board of Trustees to implement donor gift of a reflection garden somewhere on the library grounds (FY19-20).
- iii. Explore the possibility of CPC funds to offset the garden (FY20).
- iv. Explore the possibility of Beautification Commission involvement in maintaining a garden on site (FY20-21).
- v. Discuss other site enhancements with Library Foundation, perhaps on an annual basis (FY20-24).
- d. Objective: Create an area for self-pickup of holds and self-checkout.

Action Items:

- i. Visit other libraries to determine the best method for self-pickup and protection of patron identity (FY19).
- ii. Propose a plan for self-pickup and check in Scituate (Circulation Supervisor to Library Director) (FY19).
- iii. Find a self-check system that is compatible with existing library systems, easy to use, and inexpensive (FY19).
- iv. Set aside space for both areas (self-pickup space already planned as part of library building project) (FY19).
- v. Introduce staff, and then patrons, to this new system with marketing and training (FY19-20).

V. Community Goal: Connect to the Digital World

- a. Objective: Build a new website to meet modern-day patron needs (FY19-20).

Action Items:

- i. Write a Request for Proposal that can be bid on for library website specifications, including mobile capabilities (FY19).

- ii. Solicit bids and/or quotes (depending on overall project cost) from web site designers (FY19).
 - iii. Work with designer, staff, Board members, and possibly a small user committee to build website (FY19-20).
 - iv. Launch new website to patrons (FY20).
- b. Objective: Promote information literacy through database courses, creating handouts and webguides for databases and peer-reviewed resources sponsored by the library, and in-person lectures about determining the quality of any given content (for students and adults) (FY20-24).

Action Items:

- i. Hold courses for interested patrons to learn more about research using library databases (FY19-24).
 - ii. Design handouts and web guides for databases for (a) patrons , (b) students, and (c) teachers (FY20).
 - iii. Hold lectures with subject experts (finance, business, education, etc.,) on specific topics that patrons need help navigating (FY20-24).
- c. Objective: Create Marketing, staff training, and courses for patrons, students, and teachers that focus on emerging electronic collections and trends in the library (FY19-24).

Action Items:

- i. Train staff on new and existing electronic resources (FY19-24).
 - ii. Market new and existing electronic resources to patrons (FY19-24).
 - iii. Develop courses for a variety of user groups that focus on emerging electronic trends and available library resources (FY20-24).

Board Approval

The Library Board of Trustees approved this plan on September 10, 2018.

The Massachusetts Board of Library Commissioners approved this plan on November 23, 2018.