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| Library Name, Municipality | NORTHBOROUGH FREE LIBRARY | YEAR FY2020- FY2021 |
| Director's Name, Email | CHRIS LINDQUIST clindquist@town.northborough.ma.us | |

Goal (from library's current strategic plan)

- I. To provide materials for patrons to enjoy either at home or in the library, as well as provide access to digital resources for in-house or remote use.**

| Objectives | Actions | Timeframe for Activity | By Whom |
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| Review and update current Collection Development Plan. | <ul style="list-style-type: none"> Review and update current Collection Development Plan and submit it to the Administrative Committee prior to submitting it to the Board of Trustees for approval this Fall. | Fall 2019 | Administrative Committee, Library Director, Professional Librarians |
| Continue to improve the adult music CD collection in FY20 and FY21 in response to patron demand by adding more variety and new titles. | <ul style="list-style-type: none"> Continue inventorying and weeding the music CD collection on a yearly basis. Continue to allocate at least 5% of the non-print budget on music collection. | FY2020 – FY2021 | Circulation Services Supervisor |
| Reconfigure shelf space for music CDs to allow room for collection growth. | <ul style="list-style-type: none"> Keep updated on decisions made by the Building and Grounds Committee about plans to reconfigure space in the main lobby. Determine how and where to expand the music CD collection allowing adequate room for growth. Research new shelving units for music CDs. Determine funding source. Purchase new shelving and have it installed in the library. Shift music CD collection. | FY2020 - FY2021 | Building and Grounds Committee, Library Director, Circulation Services Supervisor |
| Begin placing music CD and DVD orders on a monthly basis, instead of a bi-monthly basis, as is currently being done, in order to get new materials out to patrons more quickly. | | Fall 2019 | Circulation Services Supervisor |

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| <p>Begin inventorying and weeding the adult DVD collection on an annual basis.</p> | <ul style="list-style-type: none"> ● Circulation Supervisor will run necessary reports and Circulation staff will check shelves for all items. ● Work with Adult Services to determine optimum frequency for weeding the DVD collection. ● Work with Adult Services to run necessary reports in order to actively weed the collection. | <p>Fall 2019</p> | <p>Circulation Services Supervisor, Circulation Services Staff, Adult Services Staff</p> |
| <p>Continue to purchase eBooks and other electronic resources for adults, teens and children and increase materials expenditures for eBooks and electronic resources by 3% in FY 2020 and 3% in FY2021.</p> | <ul style="list-style-type: none"> ● Collect recommendations for eBooks titles throughout the fiscal year. ● Send recommendations to CW MARS staff on a quarterly basis for addition to Overdrive catalog, as part of Overdrive Advantage. ● Participate in the Commonwealth eBook Collections, the statewide program that provides access to additional eBook platforms. | <p>FY2020 – FY2021</p> | <p>Adult Services Librarian, Teen Services Librarian, Children’s Services Librarian</p> |
| <p>Continue to support a collection of materials for adult English language learners during FY20 – FY21.</p> | <ul style="list-style-type: none"> ● Continue our online subscription to <i>Rosetta Stone</i>, as well as <i>News For You</i>, the printed newspaper subscription for English language learners. | <p>FY2020 – FY2021</p> | <p>Adult Services Librarian</p> |
| <p>Provide new e-readers, tablets, or other mobile devices for patron use in order to provide access to electronic content during FY20 – FY21.</p> | <ul style="list-style-type: none"> ● Research new and appealing apps for existing iPads based on professional recommendation and patron requests. ● Secure funding for additional iPads or other tablets as demand warrants. ● Purchase tablets that can be mounted to the wall connected to the online catalog in various locations throughout the Library. ● Provide additional opportunities to learn how to use the various electronic devices. ● Evaluate the use of Playaway Launchpads collection in children’s and adult services, and expand the collection as demand warrants. | <p>FY2020 – FY2021</p> | <p>Technology Committee, Professional Librarians</p> |

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| <p>Continue to improve holdings and access to the Local History Collection.</p> | <ul style="list-style-type: none"> ● Arrange and catalog all materials in the Local History Room. ● Assess items to consider for digitization. ● Investigate and purchase appropriate archival solutions for print documents. | <p>FY2020 – FY2021</p> | <p>Adult Services Librarian, Adult Services Staff</p> |
| <p>Continue to develop and circulate materials in the Library of Things collection.</p> | <ul style="list-style-type: none"> ● Investigate and purchase appropriate materials. ● Catalog, display and promote usage of the collection through social media and programming. | <p>FY2020 – FY2021</p> | <p>Professional Librarians, Library Staff</p> |
| <p>Manage the Adult collections to improve access and circulation.</p> | <ul style="list-style-type: none"> ● Develop and implement an aggressive weeding plan for the Adult print collection to reduce holdings by 10 percent. ● Evaluate the relevancy of the content in the Reference collection and update it as appropriate. | <p>FY2020 – FY2021</p> | <p>Adult Services Librarian, Adult Services Staff</p> |
| <p>Increase in-house gaming opportunities for Teens.</p> | <ul style="list-style-type: none"> ● Evaluate current gaming equipment and investigate purchasing new gaming platforms for the Teen Room. ● Introduce Teens to the library’s new Nintendo Switch through drop-in programming. ● Establish a regular schedule for gaming programs for Teens. | <p>FY2020</p> | <p>Teen Services Librarian</p> |
| <p>Create resources within the Children’s Services collection that will help patrons find the best, most relevant information effectively.</p> | <ul style="list-style-type: none"> ● Create a World Language section in the Children’s Services Department, including a pathfinder to existing resources for language learning outside the walls of the library. ● Continue to develop our “Find a Good Book” binder, adding a wide range of book lists and resources specifically on parenting topics. | <p>FY2020 – FY2021</p> | <p>Children’s Services Librarian, Children’s Staff</p> |
| <p>Continue to support play-and-learn activities in the Children’s Room.</p> | <ul style="list-style-type: none"> ● Children’s Services Librarian and staff will continue to research and implement new resources and materials to keep our play-and-learn centers fresh and inspiring for the community. | <p>FY2020 – FY2021</p> | <p>Children’s Services Librarian, Children’s Staff</p> |

Goal (from library's current strategic plan)

II. To create and support opportunities for lifelong learning.

| Objectives | Actions | Timeframe for Activity | By Whom |
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| <p>Offer Volunteer-run English Conversation Circles to help new English learners in our community become proficient at English.</p> | <ul style="list-style-type: none"> ● Continue to recruit qualified, invested volunteers to run the program. ● Schedule meetings on Tuesday evenings and Thursday mornings, as demand warrants ● Hold quarterly meetings with volunteers. ● Continue to purchase materials and supplies as needed for volunteers and participants using a combination of operating funds and private funds donated by local banks and other donors. | <p>FY2020 – FY2021</p> | <p>Adult Services Librarian, English Conversation Circles Volunteers</p> |
| <p>Offer programs and events to enhance learning opportunities for adults and others during FY20 – FY21.</p> | <ul style="list-style-type: none"> ● Offer at least one adult program per month presenting authors, lecturers or performers. ● Continue to offer a full series of adult programs, including a Music Series, Art Series, Nutrition Series, Meditation Series, and other adult learning programs, based on the needs and interests of our adult patrons. ● Conduct an “Open House” in the Fall of 2021, sponsored by the Friends of the Library, in order to introduce new residents and others to our programs and services for children, teens and adults, including an overview of the many online services and electronic resources offered by the library. | <p>FY2020 – FY2021</p> <p>Fall 2021</p> | <p>Library Director, Professional Librarians, Library Staff</p> <p>Library Director, Professional Librarians, Library Staff</p> |
| | <ul style="list-style-type: none"> ● Brand Thursday evenings as “Tech Night @ the Library” and offer adult-education type classes on using technology to access our electronic resources, and other basic tech offerings such as using mobile devices, etc. ● Identify funding sources for Tech. Nights (Friends, Rotary, local businesses, Elizabeth Benoit Fund), promote tech offerings and provide online registration. | <p>FY2020 – FY2021</p> | <p>Technology Committee, Library Director, Professional Librarians, Library Staff</p> |

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| <p>Engage the Tween population in Children's Services.</p> | <ul style="list-style-type: none"> • Explore the possibility of creating a Tween Advisory Group for lower middle grade kids with the goal of advising librarians on what programs and events to plan for that age group. • Create a Choose-Your-Own Adventure book group for this age group. | <p>FY2020 – FY2021</p> | <p>Children's Services Librarian, Children's Staff</p> |
| <p>Engage the homeschooling community in order to connect with them and provide resources to meet their needs.</p> | <ul style="list-style-type: none"> • Identify and reach out to existing homeschooling groups in Town. Invite them to meet with us so we can tell them about library resources for parents and children. • Plan a homeschooling evening event and hold an Open House. | <p>Fall 2019</p> | <p>Children's Services Librarian. Children's Staff</p> |
| <p>Institute quiet study hours for Teens in a dedicated space before and during exams.</p> | <ul style="list-style-type: none"> • Consult with the High School Librarian & AP Teachers on the exam schedule. • Create an inviting and quiet 'study hall' atmosphere that encourages Teens to study at the library independently or in small groups. • Consult with TAG on the best way to set up the meeting room or internet café as a study space. | <p>FY2020 - FY2021</p> | <p>Teen Services Librarian</p> |
| <p>Make changes to the structure of the Teen Advisory Group (T.A.G.)</p> | <ul style="list-style-type: none"> • Work with the T.A.G. Board and senior T.A.G. members to create bylaws. • Create a commitment agreement for all T.A.G. members to sign. • Guide T.A.G. in the creation of a list of goals for the school year. Discuss progress at each T.A.G. meeting. | <p>FY2020</p> | <p>Teen Services Librarian</p> |
| <p>Increase attendance at Teen programs and events.</p> | <ul style="list-style-type: none"> • Explore new ways to advertise to Teens. • Poll the Teen Advisory Group to learn how Teens hear about community events. • Continue to communicate Teen events to school librarians and club advisors. • Use the Telegram and Gazette's new online event calendar to advertise special events. • Consult with MLS Youth Services Consultants as well as other local Youth Services Librarians to | <p>FY2020 – FY2021</p> | <p>Teen Services Librarian</p> |

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| | improve current advertising strategies. | | |
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Goal (from library's current Long-Range Plan)

III. To engage the community in outreach and partnership with the library.

| Objectives | Actions | Timeframe for Activity | By Whom (optional) |
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| Identify and recruit volunteers to plan and run library programs for adults and seniors during FY20 – FY21. | <ul style="list-style-type: none"> • Identify and recruit volunteers to plan programs for older adults, using the Elizabeth Benoit fund to pay for speakers and supplies. • Continue to support volunteers to run the Conversation Circles through FY20. • Recruit volunteers to offer one-on-one tutoring sessions for using e-readers and other electronic devices to access our electronic resources, including local High School youth under the direction of Director of Instructional Technology and Digital Learning Julie Doyle, as part of periodic programs featuring “Tech Nights @ the Library” on Thursday evenings. | FY2020 – FY2021 | Library Director, Adult Services Librarian, Adult Services Staff |
| Collaborate with the Senior Center and the Council on Aging (COA) to co-plan adult programs of interest to seniors during FY20 – FY21. | <ul style="list-style-type: none"> • Partner with the Senior Center and the COA to create programs geared toward senior citizens, with funding through the Elizabeth Benoit Fund established for this purpose. | FY2020 – FY2021 | Library Director, Adult Services Librarian |

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| <p>Continue to provide outreach services via a formal homebound delivery program run by volunteers managed by a part-time Outreach Services Coordinator during FY20 – FY21.</p> | <ul style="list-style-type: none"> • Continue providing homebound delivery program using volunteer Library Couriers in order to provide library materials to those who are permanently or temporarily homebound. • Continue to retain a part-time Outreach Services Coordinator using funds set aside to meet the needs of seniors and the elderly in the Elizabeth Benoit Fund. • Retain the Outreach Services Coordinator through MLS/Bibliotemps. • Partner with the Senior Center, the Recreation Dept. and other local organizations in order to assist with identifying new clients who need homebound delivery services. • Continue to advertise the homebound delivery service through the Senior Center, the Recreation Dept., Whitney Place (assisted living facility) and NCTV, as well as on the Library’s website. | <p>FY2020 – FY2021</p> | <p>Library Director, Outreach Services Coordinator, Adult Services Librarian, Circulation Services Supervisor</p> <p>Library Director, Outreach Services Coordinator, Adult Services Librarian, Circulation Services Supervisor</p> |
| <p>Continue to incorporate the Library’s brand into all of our online and print communications in FY20 and FY21 in order to improve our communications and messaging.</p> | <ul style="list-style-type: none"> • Invest in new collateral and new signage, as part of an updated signage plan that reflects our new brand, logo and tagline. • Continue to use and leverage social media, as well as traditional media platforms to communicate about our programs and services. • Publicize our Instagram account and explore ways in which it can be used effectively. • Use publicity such as the Newsletter, Facebook and monthly calendar to invite patrons to follow us on Instagram. • Explore the possibility of linking our social media accounts to streamline posts. • Develop a Social Media plan that integrates posting on Instagram regularly. | <p>FY2020 – FY2021</p> | <p>Library Director, Professional Librarians, Circulation Services Supervisor</p> |

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| | <ul style="list-style-type: none"> Promote usage of databases and core library service through social media and programming. | | |
| <p>Engage Board of Trustees in Fundraising & Development Planning.</p> | <ul style="list-style-type: none"> Review Development Plan and short and long-term development goals. Conduct annual appeal in the Fall (Sept. 15 – January 30) and determine goal (\$25,000): <ul style="list-style-type: none"> Prepare saturation mailing using Clark Mailing Service in mid-September Send second letter to past donors who have not donated yet in mid-November Actively pursue “Leave a Legacy” donors by promoting the endowment fund. Publish Annual Donor Report for FY2020 (online and in print). Continue to work with local business group of 6 business supporters (confidential list) in order to engage them in strategic planning, business outreach and fundraising Deposit \$15,000 to the Agency Fund at the Greater Worcester Community Foundation. Source: Jolene Downey Fund (\$36,000). Move donor database to a new development software product (to be determined). | <p>FY2021</p> <p>Sept.15, 2019 – Jan. 30, 2020</p> <p>Spring 2020</p> <p>Fall 2019</p> <p>August 2020</p> | <p>Board of Trustees, Development Committee, Library Director</p> <p>Board of Trustees, Dev’t. Cmte., Library Director</p> |
| <p>Continue building & space planning in order to optimize the current space to meet current and future needs.</p> | <ul style="list-style-type: none"> Seek funding approval in order to retain a building consultant to facilitate building focus group sessions this fall (\$10,000), followed by consulting on a written Building Plan in spring 2020 (\$5,000): <ul style="list-style-type: none"> Proposed source of funds: Jolene Downey Fund (\$36,000) Invite 70+ people to participate on building focus groups in the Jan. – Feb. 2020 timeframe. Meet with Building & Grounds Committee to review process. | <p>FY2020 – FY2021</p> <p>January – February 2020</p> | <p>Building & Grounds Committee, Library Director, Building Consultant</p> |

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| | <ul style="list-style-type: none"> • Invite 70+ people to general information session and focus group meetings. • Schedule general informational session: 35 people per meeting (2 meetings). • Schedule individual focus group sessions (5 – 6 groups). • Work with building consultant to compile focus group feedback and develop written Building Plan that includes both short and long-term goals. • Dovetail long-term building & space planning goals with fundraising efforts. • Re-advertise Gale Library repair project and retain general contractor to repair exterior/interior of the building using CPA funds by the end of the current construction season. • Apply for additional CPA funds, if necessary. | <p>December 2019 – November 2020</p> <p>Fall 2019</p> <p>October 15, 2019</p> | |
| <p>Continue strategic planning efforts in preparation for a new Long-Range Plan (FY2021 – FY2026)</p> | <ul style="list-style-type: none"> • In conjunction with LRP committee, schedule Annual Planning Day in Spring 2020 (date TBD) in preparation for the new Long-Range Plan (FY2021 – FY2026). • Retain an outside facilitator to consult with on new LRP (FY2021 – FY2026). • Identify funding source to retain planning facilitator and seek approval from Board of Trustees (\$2,500 - \$3,500). • Gather new demographic info. and conduct community scan. • Begin drafting new LRP (FY2022 – FY2027) and present to Board of Trustees in Sept. 2020 • Submit new LRP to MBLC by deadline on October 1, 2020 in order to be eligible for future LSTA grants. | <p>FY2020 – FY2021</p> <p>January 2020 – March 2020</p> <p>October 1, 2020</p> | <p>Long-Range Planning Committee, Library Director, Professional Librarians, Strategic Planning Facilitator</p> |
| <p>Collaborate with the Friends to develop short and long-range fundraising plans/goals in conjunction with the Fundraising & Development</p> | <ul style="list-style-type: none"> • Book sales / storage • Annual or bi-annual Gala • Annual Basket Raffle • Apple Memory Café • Work with Friends on PR and marketing to help raise | <p>FY2020 – FY2021</p> | <p>Fundraising & Development Committee, Friends Board, Library Director</p> |

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| Committee. | <p>their visibility</p> <ul style="list-style-type: none"> • Designate Board liaison to the Friends | | |
| Continue to consult with the Middle School and High School Librarians in order to engage teens and promote library services to them. | <ul style="list-style-type: none"> • Continue to meet monthly with the school librarians. • Discuss ways that the Teen Room can support the Middle School and High School Curriculum. • Explore ways to collaborate with the Middle School and High School Librarians on programming such as a Teens Top Ten Reading Challenge. | FY2020 – FY2021 | Teen Services Librarian |

Goal (from library's current Long-Range Plan)

IV. To expand access to library services.

| Objectives | Actions | Timeframe for Activity | By Whom (optional) |
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| Finalize plans to restore Thursday evening hours on January 9, 2020. | <ul style="list-style-type: none"> • Enter into a written agreement with the Town on the total amount of funds we need to transfer to the Town during FY20 – FY23 in order to partially self-fund the restored hours (pending a meeting with Town Admin. on August 21): <ul style="list-style-type: none"> ▪ Present proposed written agreement to the Board of Trustees for approval at the Board meeting on Sept. 10, 2019. • Create written job descriptions for the 2 new part-time positions in consultation with the Asst. Town Administrator. • Post 2 new part-time positions, hire and train 2 new employees (19 hours/week and 11 hours/week) per the agreement we have with the Town. • Promote the restored hours to the Town using all available resources (Town News, website, FB, newsletter, general press release, eNewsletter, Friends, etc.). • Finalize staff schedules in order to have adequate coverage on Thursday | September 2019 – January 2020 | Town Administration Board of Trustees Chair, Library Director |

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| | evenings. | | |
| Plan to submit <u>ONE</u> LSTA grant application for funding in the FY2021 LSTA grant round in order to expand access to library services. | <ul style="list-style-type: none"> Idea Lab. Serving 'Tweens and Teens. Town-wide Preservation Assessment (in collaboration with the Town Clerk and the Northborough Historical Society). Access for All. | FY2020 (April 2020) | Professional Librarian (TBD) in consultation with the Library Director |
| Continue to plan for and upgrade technology & equipment in order to meet patron and staff needs. | <ul style="list-style-type: none"> Review and update the current Technology Plan Purchase new technology & equipment with Town appropriations (see FY20 budget) Upgrade public computers to Windows 10 by January 2020 in consultation with Mike Harradon <ul style="list-style-type: none"> Note: Staff PCs will be upgraded by the Town's MIS Dept. Plan for "Tech Nights @ the Library" on Thursday evenings beginning in January 2020 Identify funding sources for Tech. Nights (Friends, Rotary, local businesses, Elizabeth Benoit Fund) | FY2020 – FY2021 Fall 2019 | Technology Committee, Library Director, Professional Librarians |
| Improve website and social media presence to reach the community and improve ways of enabling patrons to access electronic resources online. | <ul style="list-style-type: none"> Consult with Web Designer and host @ Piper Mountain Webs to redesign the website using the new design template. Continue to post announcements on Facebook and Twitter on a regular basis. | Fall 2019 FY2020 | Library Director, Professional Librarians, Library Staff |
| Investigate self-checkout options on either the 1st or 2nd floor (location TBD). | <ul style="list-style-type: none"> Consider optimal solution that works with Evergreen in consultation with C/W MARS. Explore meeScan ("self-checkout in your pocket" mobile app that works with Evergreen) as a possible option. Include funding request for a self-check station in the proposed FY2021 Town Budget (if appropriate). | FY2020 FY2021 | Technology Committee, Library Director, Professional Librarians Library Director |
| Investigate the purchase and installation of a security monitoring system, including security cameras located in high traffic areas, including the parking lot and | <ul style="list-style-type: none"> Consult with security monitoring vendors to discuss security needs. Consult with Town Administration, the Northborough Police Dept. and the Town's IT Director. Include funding request in | FY2020 – FY2021 | Technology Committee, Town Administration Police Chief, IT Director, Library Director |

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| <p>main entrance, connected to a Digital Video Recorder (DVR) located on the Town's computer network.</p> | <p>the Library's proposed FY2021 Budget to the Town (if appropriate).</p> | | |
| <p>Purchase new outdoor book and media return drop boxes to replace current ones which are rusting.</p> | <ul style="list-style-type: none"> ● Research new options for 2 new drop boxes. ● Determine funding source. ● Purchase new drop boxes and ask the Town's DPW to install them at the current location in the parking lot. | <p>Spring 2020</p> | <p>Library Director, Circulation Services Supervisor</p> |