

Abington Public Library

600 Gliniewicz Way
Abington, Massachusetts 02351

Fiscal Year 2017 Action Plan Update for the Strategic Plan July 2010 – June 2015

Approved by the Board of Library Trustees, October 19, 2015.

A Note Concerning the Extension of this Strategic Plan

The Board of Library Trustees and Library Director have chosen to extend the current Strategic Plan through June 2017. The Library's next Strategic Plan will reflect goals and objectives related to the building and student occupation of the new co-located Middle/Senior High School with Pre-Kindergarten. This school will be built behind the current High School, adjacent to the Abington Public Library. The Trustees and Director intended to submit the new Strategic Plan in the fall of 2015; however as the Library Director worked a curtailed schedule from March through October 2015, due to illness, this timetable proved unrealistic.

Service Priority One

Create Young Readers: Early Literacy

Goal: Children age 5 and under and caregivers will find materials which enhance early literacy and which encourage reading as a positive and valuable activity.

Objectives

- Circulation of Toddler and Easy Reader books will increase by 3% each year.
- Circulation of parent materials will increase by 3% each year.
- Hire a part-time Children's Librarian to supplement the hours of the Children's Librarian.

Action Plan for FY17

- Continue to follow comprehensive weeding plan for children's picture book collection allowing for optimal use of space and ease of access to the collection.
- Continue to create monthly displays in the Children's Room highlighting different areas of the collection.

Goal: Children age 5 and under and caregivers will have programs designed to ensure that young readers enter school prepared to learn to read, write, and listen.

Objectives

- Participation in programs for children age 5 and under that incorporate early childhood educational principles will increase by 3%.

- Offer educational programs for parents on how to help their children learn.
- Participation in offsite library programs for children age 5 and under will increase by 3%.
- Participation by children age 5 and under in the annual Summer Reading Program will increase by 3%.

Action Plan for FY17

- Continue weekly toddler and preschool programs, including drop-in and registered story hours.
- Extend the number of weeks registered and drop-in story times are offered by 4 weeks over the course of the year.
- Continue to promote library services through a “library card drive” with Kindergarten classes.
- Offer monthly Saturday Story Hour sessions.
- Offer programs at community venues.
- Continue bi-monthly visits to Kindergarten and Pre-K classes.

Service Priority Two

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Goal: Adults and Senior Citizens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives

- Circulation of adult fiction will increase by 3% each year.
- Circulation of adult audio materials will increase by 3% each year.
- Circulation of adult visual materials will increase by 3% each year.
- Participation in the fiction book discussion group and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY17

- Continue to create monthly displays and bi-monthly bibliographies highlighting different areas of the collection.
- Continue to expand the DVD collection.
- Expand the eBook collection through continued library acquisitions and support for the OCLN shared collection, and participation in the Statewide eBook Project.
- Expand the Large Print collection using donated funds.
- Continue the daytime fiction book discussion group, the evening mystery book discussion group and the evening popular fiction book discussion group.
- Plan and implement *Abington Reads 2017*, from March through May.

Goal: Children and teens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives

- Circulation of children's and teen fiction and picture books will increase by 3% each year.
- Circulation of children's and teen audio materials will increase by 3% each year.
- Circulation of children's and teen visual materials will increase by 3% each year.
- Participation in the summer reading program, book discussion groups and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY17

- Continue the three disparate book discussion groups for children and teens, using library staff and qualified parents as facilitators.
- Offer programs for children which encourage reading/viewing/listening for pleasure.
- Offer a summer reading program for children and teens which includes opportunities for personal growth and group experiences.
- Continue with local funding the activities and programs begun under the LSTA Serving Teens and Tweens grant including offering 6 – 8 programs for teens which encourage reading/viewing/listening for pleasure based on input from the Teen Advisory Board.
- Continue school visits to the Library for all first, third and fifth grade classes.
- Continue school visits to the Library for 7th and 9th grade students, as inaugurated in FY14.

Service Priority Three

Visit a comfortable place: Physical and virtual spaces

Goal: Residents of all ages will enjoy a welcoming physical space, conducive to using library materials or meeting with others

Objectives

- Copeland Meeting Room use will increase by 5 % each year.
- Copeland Room exhibits will be recruited and promoted to the community.
- Teen use of the Nero Young Adult Room will increase by 5% each year.

Action Plan for FY17

- Offer programs for all ages which highlight the Copeland Room's recent technology upgrade.
- Encourage community groups to use the new Copeland Room technology for meetings and programs
- Recruit Copeland Room exhibits for nine of the twelve months.
- Expand marketing plan for displays and exhibits.
- Work with TAB and the High School Librarian to promote Nero Young Adult Room.

Goal: Residents of all ages will find an accessible virtual space which supports their needs.

Objectives

- “Hits” on the library website will increase by 5 % each year.
- Content on the library website will increase by 5 % each year.
- User bookings of museum passes will increase by 10% each year.

Action Plan for FY17

- Continue updating library policies on the website.
- Continue to develop the library website, with particular attention to the Children’s and Teen pages.
- Continue to promote the Tixkeeper Museum Pass reservation system.
- Continue to promote the Eventkeeper calendar.
- Promote electronic content: eBooks, downloadable audio and video, downloadable magazines and databases.
- Explore digitization of unique local resources such as high school yearbooks

Service Priority Four

Satisfy Curiosity: Lifelong Learning

Goal: Adult and Senior residents will have access to information to meet their need to explore topics of personal interest and to facilitate lifelong learning.

Objectives

- Circulation of adult non-fiction material will increase by 3% each year.
- Attendance at library-sponsored informational programs for adults will increase by 5 % each year.

Action Plan for FY17

- Continue to follow comprehensive weeding plan for the adult non-fiction collection.
- Continue amending stack and display signage in the adult non-fiction and reference collections.
- Present five informational programs for adults/seniors.
- Continue Non-Fiction Book Discussion Group for adults and seniors.
- Expand the Large Print Non-Fiction collection using donated funds.

Goal: Teens and children will have access to resources which fulfill their need to investigate topics of personal interest.

Objectives

- Circulation of children’s and young adult non-fiction material will increase by 3% each year.
- Attendance at library sponsored informational programs for children and teens will increase by 5% each year.

Action Plan for FY17

- Continue with local funding the activities and programs begun under the LSTA Science is Everywhere grant, offering 8 – 12 science and technology program per year.

- Continue to follow comprehensive weeding plan for young adult and children's non-fiction collections
- Continue amending stack and display signage in the young adult and children's non-fiction and reference collections.
- Continue to fund the Teen Advisory Board.
- Present four informational programs for teens.

Service Priority Five

Know Your Community: Community resources and services

Goal: All residents will have access to current and accurate information about the programs, services and events offered by community agencies and organizations.

Objectives

- Use of library bulletin boards by community agencies and organizations will increase by 10%.
- Online community events information postings will increase by 15% yearly, beginning in FY12.

Action Plan for FY17

- Continue to contribute information to the municipal website.
- Make available citizen/business guides created by other town departments.
- Promote the Copeland Room as a community meeting place.
- Promote the interactive benefits of the Eventkeeper library calendar to encourage library users to set up electronic reminders for events.
- Promote Parent email list for sharing updates on new materials and programs for children and teens.
- Explore email marketing tools, such as Constant Contact.
- Continue the Library's participation in social media, by adding content to the Facebook and Pinterest pages several times per week.
- Encourage Trustee, staff and community participation in the public school building project.
- Evaluate community survey and focus group responses solicited in FY16 for the Library's next Strategic Plan
- Complete and submit a new Strategic Plan.