

**Medway Public Library
Long Range Plan
FY2016 - FY2020**

Revised full document 9/1/2015

Approved 10/6/2015 by the Medway Library Board Trustees

Introduction

The Board of Trustees and the Library Director created the 2016-2020 Long Range Plan using the 2011-2015 plan as a template.

The end result was a report that detailed a strategic plan for the Medway Public Library.

This plan focuses on:

- Connecting to the online world -- public internet access
- Developing young readers -- early literacy
- Making informed decisions -- health, wealth, and other life choices
- Stimulating imagination -- reading, viewing, and listening for pleasure
- Succeeding in school -- homework help, resources for school
- Creating a comfortable place -- physical and virtual spaces, welcoming physical environment

From these items, goals and objectives were created.

This plan will guide the Library's decision making through 2020. It provides the structure for organizational change, enhanced services, and innovation. It includes recommendations for augmenting our collection; expanding our presence in the community by reaching out to teens, seniors, and the underserved; building partnerships; and making the Library more accessible. We are committed to providing the best possible service to the community. By focusing on the needs identified by the community and examining our internal processes, we will ensure the best allocation of resources and the best delivery of services. This plan will be reviewed regularly and updated as needed.

We want to acknowledge and express our appreciation to all those who contributed to this process, especially the focus group participants in August of 2015.

Vision

The Medway Public Library will be recognized in the community as an essential and reliable partner in the delivery of information resources, education, self-advancement, and recreation.

Mission

The Medway Public Library is an indispensable part of the community, dedicated to providing residents of all ages with dynamic collections, innovative programs, and wide-ranging and sustainable services.

We Value:

Our patrons and their opinions, capabilities, needs, and interests

A skilled, knowledgeable, and courteous staff

Freedom of information

Equitable access to library resources and services

Creative solutions, integrity, and innovation

Goals and Objectives

Goal 1: Library services will be accessible, courteous, and responsive to the needs of the community.

Objective 1: Expand community access to library resources and services.

Activities:

- Advocate for additional hours on Friday afternoon, weekends, and summer Saturdays by July 2019.
- Provide a library staff presence at community events including Farmers' Market, Medway Family Day, Medway Pride Day, etc., to distribute information about library events and resources, and to allow citizens to complete online patron library card registrations by July 2016.
- Develop procedures for Medway students to obtain library cards through schools by July 2017.
- Use increased budget to expand the collection, particularly media, through 2020.

Objective 2: Evaluate workflow, staffing levels, and budget allocation to maximize customer satisfaction with resources and services.

Activities:

- Hire a part-time Library Assistant to cover staff shortages by January 2016.
- Hire volunteer or paid staff to provide regular training classes in the MakerSpace by December 2016.

Objective 3: Develop, encourage, and sustain expertise, skill, commitment, and an innovative spirit in staff to offer the highest level of customer service.

Activities:

- Provide in-person or webinar training to each staff member, through the Massachusetts Library System, conferences, or other sources at least twice a year by July 2018.
- Hold an annual staff training half-day by September 2017.

Objective 4: Provide varied opportunities for community input on the quality of library services.

Activities:

- Seek patron input through social media and regularly post suggestions on the website by December 2016.
- Establish annual focus group by August 2016.

Objective 5: Offer regular feedback opportunities for employees.

Activities:

- Hold monthly staff meetings.
- Continue to provide a staff suggestion box.

Goal 2: The Library will meet the public's needs for current and popular materials, information, education, culture, and entertainment.

Objective 1: Provide a quality collection of materials in current and emerging formats that reflect borrowing trends, interests, changing habits, and the use patterns of the community.

Activities:

- Use Decision Center software provided through Minuteman Library Network and other resources to help guide allocation of materials budget among children's, young adult, and adult materials, and between non-fiction and fiction by December 2016.
- Reestablish the Teen Advisory Board by March 2016.
- Add an Awesome Box and associated software by January 2016.

Objective 2: Support education, the development of reading for pleasure, and language and comprehension skills in children and young adults. Provide an environment rich in stories, literature, reading, and research.

Activities:

- Provide a broad range of fiction and non-fiction at all reading levels through 2020.
- Work with schools to encourage teachers to send research assignments to the Library so sufficient materials for school projects can be provided, by September 2016.
- Meet with school administration and staff at all levels to improve communication and explore opportunities for collaboration by June 2016.
- Regularly participate in school-sponsored events by June 2016.
- Solicit needs input from home schooling groups by June 2017.

Objective 3: Foster interest in self-development among adults with timely, accurate, and reliable information to assist in school, work, and decision making.

Activities:

- Offer career-related and educational electronic resources such as Career Cruising and Mango through 2020.
- Maintain an up-to-date and comprehensive (within budget constraints) collection of career and self-help non-fiction through 2020.

- Put out Community Ed class booklets from surrounding towns when new sessions start, by September 2016.

Objective 4: Maintain functional and appealing library collections.

Activities:

- Regularly and systematically weed books that are out-of-date or in poor condition through 2020.
- Investigate the feasibility of circulating a variety of materials, such as science and craft equipment and tools by December 2016.

Objective 5: Support STEM education.

Activities:

- Conduct “Science is Everywhere” grant from October 2015 – September 2016.
- Collaborate with local schools and other educational institutions, community groups, and businesses to continue to provide programming and resources in STEM areas after completion of the grant through 2020.
- Offer monthly staff-led or professional STEM programming for children and families at least monthly, through 2020.

Goal 3: Residents of all ages will regard the Medway Library as a prominent place to meet and interact with others in the community.

Objective 1: Make the library facility available to educational, civic, and cultural groups to foster and enhance a sense of community.

Activities:

- Publicize the availability of meeting rooms to community groups, town boards, and others, and encourage patrons to reserve rooms online through 2020.
- Install equipment to allow broadcasting of meetings on local access cable television by January 2017.

Objective 2: Create a MakerSpace

Activities:

- Install 3-D printer, high-end computers and CAD, and video and audio editing software in temporary locations for patron use by April 2016.
- Obtain funding for construction of Maker Space by November 2015.
- Complete construction of technology/craft MakerSpace by December 2017.

Goal 4: Residents will have access to a variety of innovative programs.

Objective: Expand current library programs and strengthen community outreach through targeted programming.

Activities:

- Increase adult and family programming by a minimum of two new programs annually involving areas from science to cultural traditions, customs, and holidays through 2020.
- Encourage schools, local artists, performers, and authors to participate in programs by May 2018.
- Work with schools, family shelters, and nursing homes to identify unmet needs for those with special needs by October 2019.
- Work with family shelters and preschools to provide regular story hours by December 2016.

Goal 5: Library patrons will have access to a broad range of technology.

Objective: Employ new technologies to deliver and facilitate access to library resources and services.

Activities:

- Identify and evaluate future technology needs; develop strategies to meet those needs through listservs and by attending programs and conferences sponsored by library associations and MLS, and relevant MLN interest group meetings, through 2020.
- Investigate feasibility of integrating emerging technologies into library services through 2020.
- Utilize web and social networking tools and emerging on-line resources by February 2017.
- Develop a plan for circulating tablets and e-Readers by June 2016.

Goal 6: The Library will develop a comprehensive public relations campaign to increase visibility and raise the public's awareness of the many services and opportunities available.

Objective 1: Develop, implement, and update a complete marketing plan to inform, support, engage, and excite the community.

Activities:

- Issue timely press releases of library activities, special events, and programs through 2020. Send press releases to local newspapers, radio stations, cable access, MLN libraries, nearby non-MLN libraries.

- Develop a display cycle to market new and featured materials at Town Hall and Senior Center through 2020. Regularly post program flyers at both locations.
- Provide concise, attractive signs throughout the library by September 2017.
- Promote library services to schools and other community groups by June 2018.

Objective 2: Investigate effective ways to provide library services to the underserved.

Activities:

- Contact organizations and agencies that work with the disadvantaged by January 2019.
- Investigate ways to provide transportation to the library for residents who do not have transportation by December 2018.
- Provide delivery of library services to Medway homebound patrons, elderly housing complexes, nursing homes, and family shelters by July 2018.

Goal 7: The Library will be an inviting and safe part of the community.

Objective 1: Evaluate the facility, its systems, and procedures to increase safety and enhance efficiency.

Activities:

- Maintain emergency readiness status of all staff through appropriate training. Work with fire/police to conduct workshops to help employees respond to workplace emergencies by December 2017.
- Review annually all policies and procedures related to patron behavior, order, safety, and security through 2020.
- Work with the Town to develop a disaster plan by 2017, based on town-wide plan.
- Work with the Medway Emergency Planning Committee to ensure that the Library is available and equipped to serve as a staging area and/or shelter in the event of an emergency by December 2020.
- Replace the roof and gutters by June 2017.
- Have a plan in place by December 2015 to prevent ice dams and consequent water damage.
- Replace HVAC unit in basement by June 2018.

Objective 2: Enhance the aesthetics of the library.

- Maintain a clean environment with welcoming and inviting entrances, through 2020.
- Replace carpet by June 2016.
- Add a quiet area by July 2017.
- Investigate a coffee area by October 2017.
- Decorate physical space to appeal to the visual sense by December 2019.
- Replace some tall book shelving units with unused space at the top with shorter units by December 2020.

Goal 8: The Library will explore creative ways to ensure fiscal sustainability of library services.

Objective 1: Use volunteers efficiently.

Activity:

- Develop and update recruitment and evaluation criteria for all volunteers by September 2017.

Objective 2: Pursue non-municipal funding sources.

Activities:

- Support the staff in seeking grant funding, through 2020.
- Seek grants for special programs and projects, through 2020.
- Continue to encourage donations and bequests to the Library's Gift Fund, through 2020.

Objective 3: Identify, initiate, and foster collaborative ventures that maximize the use and distribution of library and community resources.

Activities:

- Identify partnerships and collaborative and cross-marketing opportunities, by October 2017.
- Prepare Library Information Welcome packets for all new residents, available at the Town Clerk's office by April 2016.

Needs Statement

Patron feedback highlighted the Library's value to the community and also noted specific areas for improvement.

Access

Increasing access to the Library and its resources remains a focus. Patrons would like more weekend hours. We also need to continue our after hours access for public meetings and computer use.

Services

We need to maintain a strong program of offerings for teens, children, adults, and seniors. We need to expand and update all of our collections, including, in particular, more copies of best sellers and more children's books.

Partnerships and Collaboration

Recent budget restorations allowed the Library to add a full-time Children's/Teen Librarian. We are relying on donations to fulfill our minimum materials requirement. Our materials budget remains below that of surrounding comparable libraries. We need to collaborate with schools, local groups and businesses, and neighboring libraries to expand services in a cost-effective way.