

Beaman Memorial Public  
Library

FISCAL  
YEAR  
2009  
ACTION PLAN

BASED ON THE LONG  
RANGE PLAN  
OF SERVICE  
2008-2013

Approved by

## Board of Library Trustees

**GOAL ONE: All citizens of West Boylston will value the library as a community meeting place – the heart of the community**

**ACTION NEEDED: Facilitate the use of the library’s meeting rooms**

What is happening right now? Many outside groups may be unaware of the potential availability of community meeting room space at the library and may have difficulty reaching us in person because of our irregular schedule. We need to devise a way to let groups know that the rooms are available and simplify the process.

Actions	Who	When	Completion Date
Contact vendor for booking software	Director	By June 1, 2008	
Arrange for funding through the Friends	Director	By June 2008 meeting	
Work with the vendor to install software on the library web site	Asst. Director	By July 1, 2008	
Advertise this to the public through press releases and brochures to be sent to local non-profit groups	Director and Staff	By July 15, 2008	
Contact local officials and department heads to inform them about the rooms’ availability	Director	By August 15, 2008	
Contact representatives of state and federal officials to offer space for Office Hours	Director	By September 15, 2008	

**ACTION NEEDED: Make certain that local non-profits will have the necessary facilities for holding meetings comfortably and efficiently**

What is happening right now? The meeting rooms don’t have sufficient/suitable lighting for craft classes, for example, or easily portable tables. Electronic equipment is dated and difficult to set-up. We need to make sure that the meeting rooms and kitchenette will physically meet the needs of the wide variety of groups that typically use them.

Actions	Who	When	Completion Date
Contact local electricians to evaluate the rooms for lighting	Director	January 1, 2008	
Arrange for funding through the municipal budget, the Building Donation Fund, or other sources	Director	May 31, 2008	
Schedule the installation of the newly acquired lighting	Director	July 1, 2008	

Investigate types of tables that are easily portable and that can be safely stored on site	Director & Friends Board	January 1, 2008	
Arrange for funding through the Friends	Director	January 2008 meeting	
Arrange for the delivery of the new tables and disposal of the old tables	Director	February 1, 2008	
Take inventory of the equipment in the two meeting rooms and make certain that all are working properly	Assistant Director and Children's Librarian	December 2007	
Arrange for funding for any items needing replacement through the municipal budget, grants, or Trust funds	Director	December 2007	
Develop a form to request in-house use of AV equipment during outside group's programs or meetings, include a web form	Director	January 2008	
Inventory equipment and supplies in the kitchenette to make certain that all appliances are working properly	Director and volunteer	January 2008	
Arrange for funding for any items needing replacement through use of Meeting Room donations or other sources	Director	January 2008	
Contact a local carpenter to install additional shelving and a closet pole in the closet adjacent to the kitchenette to hold supplies and tablecloths	Director	May 2008	

**ACTION NEEDED: Make certain that the community and library patrons have increased access to the library – the physical as well as the virtual**

What is happening right now? Recent surveys have indicated that the hours of operation are too few and too irregular to suit our users. The library's collection is only fully available when the library is open. Hours, signage, and access need to be improved.

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Prepare a budget request that includes funding for sufficient staffing to return hours lost in 2004	Director	December 2008	
Inform the Town Administrator and Finance Committee about the needs	Director	During scheduled	

and associated costs for restoring hours to the library's schedule		budget hearings in January 2008	
Form a technology committee with staff, trustees, and community members to investigate the benefits and costs of increasing the level of membership in C/W MARS or upgrading existing software to provide an online connection to the PAC	Director	July 1, 2008	
Report results back to the Trustees concerning online access of the PAC	Director	By October 2008 meeting	
Prepare the library budget request to include necessary funding for any proposed upgrades	Director	By November 30, 2008	
Inform the Town Administrator and Finance Committee about the needs and associated costs for providing this recognized standard of library service to the community	Director	During scheduled budget hearings January 2009	
Advertise current hours and services more widely through press releases, brochures, bookmarks, etc. and through reworking of web site	Director and staff	Ongoing	
Continue to support local public access cable television by providing space for cable's community calendar and developing library programs to play on the community access station	Director	Ongoing	
Work with the Program director for public access to set up a schedule of guest speakers for Beaman Fireside Chat program and facilitate the productions	Director	Ongoing	

**ACTION NEEDED: Develop programs for all ages that expand the Town's awareness of opportunities to meet others at the library and develop mutual interests at the library**

What is happening right now? Recent surveys have indicated that people are interested in attending a wide variety of programs but attendance figures remain steady

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Continue programs developed through recent LSTA grants for babies, toddlers, and care-givers	Children's Librarian	Ongoing	
Plan sufficient staffing to cover the	Director	Fall 2007	

Lap-sit and MGOL programs			
Hold a variety of programs throughout the year : Art and Craft Exhibit, Family Reading Night, Ice Cream Social, Children’s Pet Show, Festival of Greens, etc.	Library Staff	Ongoing	
Hold a “world record breaking” program at the Town Common : # of people reading in lawn chairs	Staff, Friends, Trustees	September 2008	
Advertise the event well in advance	Director	May-June 2008	
Contact the Parks Commissioners to obtain permission to use the Common	Director	May 2008	
Request funding through the Friends group to provide for programs	Director	Quarterly	
Hold a monthly “Authors Series” to participate in the Town’s bicentennial celebration	Director, staff & Friends	Ongoing	
Advertise the event well in advance by producing a flyer	Director	January 2008	
Plan a display of “Town Fathers” to participate in the Town’s bicentennial celebration	Director & Staff	January 2008	
Hang suitably labeled portraits in the Meeting Room following the Annual Arts & Crafts Exhibit in May	Director & Staff	May 2008 to September 2008	
Investigate the feasibility of offering a coffee or tea cart	Director	Spring 2008	
Contact the school’s food service manager to coordinate purchase of supplies	Director	By May 31, 2008	
Request funding through the Friends group	Director	At June 2008 meeting	
Advertise the coffee cart through press releases and quarterly newsletter	Director and staff	Summer 2008	
Formalize arrangements with local Mother/Toddler play groups using the library by providing a handout/brochure of available services	Children’s Librarian	Summer 2008	

**GOAL TWO: The Middle/High School students of West Boylston will have the resources they need to pursue their extracurricular interests.**

**ACTION NEEDED: Develop programs for students that enrich their lives by providing opportunities to interact with others, develop new skills, pursue their recreational interests and be an integral part of the community.**

What is happening right now? A small group of young adults are attending programs at the library (primarily high school students). We would like to create programs that would appeal to a broader group of students and specifically more middle school students.

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Apply for LSTA Teens and Tweens grant	YA Specialist / Director	March 2008	
Arrange funding of programs through the Friends	YA Specialist / Director	June 2008	
Develop a suggestion box for new CD, DVD, video game, anime and manga purchases	YA Specialist	June 2008	
Encourage program participants to "Bring a Buddy" to programs and offer an incentive to those who do	YA Specialist	September 2008	
Form a teen focus group to investigate programming, service and building needs	YA Specialist	By March 2009	
Inventory young adult nonfiction materials to determine needed purchases	YA Specialist	By June 2009	

**ACTION NEEDED: Implement new and better methods of publicizing programs, new materials and services to young adults.**

What is happening right now? We advertise in the library's newsletter, the local paper and the school newsletter. Both of these are primarily read by adults and the information may or may not reach their teens. A survey distributed in May, 2007 indicated that 56% of the middle/high school students do not hear about library programs.

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Assist TAG members in developing a Facebook page to	YA Specialist	By Sept. 2008	

facilitate communication with teens			
Publicize “Bring a Buddy” program along with all program publicity and emphasize the incentive aspect	YA Specialist	Sept. 2008	
Develop survey for students to determine the success of enhanced publicity	YA Specialist	May, 2008	

**ACTION NEEDED: Determine the need for additional educational resources for home-schooled students.**  
 What is happening right now? There are several home-schooling families in our town who use the library frequently. We offer discovery kits geared toward grades 3-5, but no materials specifically geared toward home learning for middle and high school.

Develop a survey for home-school families to determine their interest networking with other families	Library Staff	By June 2009	
Ask WB schools to assist the library in distribution of the survey	Library Staff	By June 2009	
Advertise the survey in the local paper	YA Specialist	By June 2009	

**GOAL THREE: All residents of West Boylston will have the resources they need to meet and interact with others in their community and to participate in public discourse about community issues**

**ACTION NEEDED: Encourage volunteerism throughout the library and the community, connecting people of all ages and backgrounds**  
 What is happening right now? The library has a large group of volunteers that we want to continue to attract. We need to find a way to pursue, develop, and retain a strong volunteer base and provide a working environment that honors their commitment to community service and library support. Individuals are looking for assistance in finding ways to donate their time to their community and fellow citizens.

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Investigate the feasibility of hosting a town-wide volunteer fair	Director	Fall 2007	
Work with the Town Administrator to advertise the volunteer fair	Director	January 2008	

Recruit a Volunteer Coordinator to provide a connection between teens, seniors, other volunteers and staff	Director	Ongoing	
Plan and present refresher training sessions for circulation desk volunteers	Director	Quarterly	
Continue to hold a Volunteer Luncheon	Director	Spring 2008	
Continue to recognize volunteer service through the "100 Club" and the Volunteer Holiday Tree	Director	December 2008	
Design and implement a Volunteer News page for the library website with suitable forms and links to other non-profits looking for volunteers	Director and staff	Summer 2008	
Work with the Director of the Council on Aging to develop a community service program linking youth and seniors	Director and YA specialist	Summer 2008	
Advertise the Senior and Teen program through the newsletters at the Senior Center and the Middle/High School	Director and YA specialist	Fall 2008	
Work with the School Administration to get recognition for students who serve as volunteers	Director and YA specialist	Spring 2009	

**ACTION NEEDED: Expand awareness of the community's diversity and celebrate its presence**  
 What is happening right now? The community is changing, slowly but surely. The library can do more to inform through programming

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Organize evenings of music from different cultures and advertise in the quarterly newsletter and through other typical means	Staff	Quarterly	
Procure funding for music programs from the Friends group	Director	Quarterly	
Celebrate "months" that represent cultural themes such as "Black History Month" and collect books and web links for bookmarks and displays	Staff	Ongoing	

**ACTION NEEDED: Provide opportunities for residents to engage in dialogue with Town officials and amongst themselves on a broad range of issues and for the community to gather together to find ways of cooperating on common goals**

What is happening right now? The community lacks a forum for informal discussion and feels uninformed on issues in spite of the best efforts of Town officials. The library is uniquely situated to provide information on a wide variety of issues

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Work with the Town Administrator to develop a moderated discussion about what makes West Boylston great. The suggested title is “West Boylston – My Kind of Town?”	Director	January 2008	
Advertise the discussion through the regular means	Director	February 2008	
Develop a Fireside Chat program with interested citizens on the subject	Director	March 2008	
Organize a reception and speaker on the topic of WWII and include high school teachers and students with veterans	Director & YA	November 2008	

**ACTION NEEDED: Provide opportunities for residents and businesses of the community to gather together to find ways of cooperating on common goals and for mutual support**

What is happening right now? The business community receives many requests for support but seldom gets asked what they would like in return. The library is uniquely situated to provide information of benefit to businesses and can encourage activities that would benefit both residents and businesses

<b>Actions</b>	<b>Who</b>	<b>When</b>	<b>Completion Date</b>
Revise and print out a brochure about the benefits for businesses of using electronic databases	Director	July 2008	
Secure funding for printing and mailing the brochure to local businesses	Director	Summer 2008	
Approach local business groups about offering a library card discount day	Director	Summer 2008	
Advertise the discount days in newsletter and provide information about participating businesses	Director	Fall 2008	