

Beaman Memorial Public Library

**FISCAL
YEAR
2012
ACTION PLAN**

**BASED ON THE LONG
RANGE PLAN
OF SERVICE
2008-2013**

Approved by
Board of Library Trustees

PLANNING NOTE

Due to the many outstanding items from the Library's Long Range Plan of Service, 2008-2013 and its FY2009 through FY2011 Action Plans, we submit this Action Plan as a scaled back response to the goals cited in that Long Range Plan of Service. Increased library usage with its larger demand on limited resources, reduced municipal funding for library materials, decreased library state aid and further municipal budget constraints in FY2011 require such restraint. The Town continues to support the Library's budget in an amount insufficient for achieving our Municipal Appropriation Requirement. Our situation in FY 2012 is projected to be similar in nature and we do not expect to see any significant recovery from the cuts of previous years.

Some of the objectives cited in this action plan are carried over from FY2011, as progress on the previous action plan continues to be limited by budget cuts and staff reductions. Those goals, objectives, and actions not requiring additional funding will be addressed as staffing allows. Those that remain undone at the end of this Planning period remain so due to the continued climate of budget restrictions. Many activities not stated in the plan continue year-to-year as a reflection of the library's commitment to the community through its ongoing programming.

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
Complete the conversion to the online booking software through EventKeeper	Director	July 2011	
Advertise this to the public through a variety of methods	Director	August 2011	
Contact local officials and department heads to inform them about the ability to book meeting rooms online	Director	September 2011	
Contact representatives of state and federal officials to offer this service	Director	September 2011	

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
Develop a form to request in-house use of AV equipment during outside group’s programs or meetings, include a web form	Director	July 2011	
Inventory equipment and supplies in the kitchenette to make certain that all appliances are working properly	Director and volunteer	August 2011	
Arrange for funding for any items needing replacement through use of Meeting Room donations or other sources	Director	September 2011	
Contact a local carpenter to install additional shelving and a closet pole in the closet adjacent to the	Director	August 2011	

kitchenette to hold supplies and tablecloths			
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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.

Actions	Who	When	Completion Date
Survey the community regarding the public’s perception of the library’s basic services	Director	December 2010	
Prepare a budget request that includes funding for sufficient staffing to return hours lost in 2004	Director	December 2010	
Inform the Town Administrator and Finance Committee about the needs and associated costs for restoring hours to the library’s schedule	Director	During scheduled budget hearings in January 2011	
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, 2011	
Report results back to the Trustees concerning online access of the PAC	Director	By October 2011 meeting	
Prepare the library budget request to include necessary funding for any proposed upgrades	Director	By November 30, 2011	
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 2011	
Advertise current hours and services more widely through press releases, brochures, bookmarks, etc. and through reworking of web site	Director and staff	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

Actions	Who	When	Completion Date
Continue programs developed through recent LSTA grants for babies, toddlers, and care-givers	Children's Librarian	Ongoing	
Plan, advertise, and hold a drop-in story time for children and parents in order to demonstrate appropriate reading techniques to encourage pre-literacy development in pre-school children	Children's Librarian and staff	Ongoing	
Hold a variety of programs throughout the year : Arts and Crafts Exhibit, Family Reading Night, Ice Cream Social, Children's Pet Show, etc.	Library Staff	Ongoing beginning 7/1/11	
Request funding through the Friends group to provide for programs	Director	Quarterly	

ACTION NEEDED: Develop spaces where people can relax, study, use the Internet, etc.

What is happening now? While there seems to be sufficient seating throughout the building there are few areas where people can sit and use their laptops. The Library layout will be revised to accommodate more people using the library's wireless connection. Customers also might appreciate the ability to obtain a cup of coffee or tea on site.

Weed and/or relocate all but "ready reference" within the Reference Area near the Main Desk	Director	July 2011	
Remove any unused shelving following the move of A/V to that area	Director	July 2011	
Investigate the purchase of bistro-style tables to place in that area	Director	July 2011	
Request funding from Friends or Trustees	Director	Fall 2011	
Investigate the feasibility of offering a coffee or tea cart	Director	Spring 2011	
Request funding through the Friends group	Director	At March 2011 meeting	
Advertise the coffee cart through press releases and quarterly newsletter	Director and staff	Summer 2011	
Place small table(s) and chairs at	Director	Summer 2011	

front of the property for visual appeal and to encourage people to use the facility.			
Request funding through the Friends or volunteer efforts	Director	Summer 2011	

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.

Actions	Who	When	Completion Date
Arrange funding for a wide variety of programs through the Friends	YA Specialist and TAG / Director	Ongoing	
Provide access to a wide range of web resources to assist students with research projects	YA Specialist	By January 2011	
Provide one technology-related program for teens	YA Specialist	By March 2011	

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.

Actions	Who	When	Completion Date
Investigate the possibility of including teen book reviews of new titles on the Teen page	YA Specialist / TAG	By December 2011	
Post upcoming events on library's FaceBook page	YA Specialist	Ongoing	
Expand EventKeeper account to include email notifications and "Tell a friend."	Director	By December 2011	

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 few materials specifically geared toward home learning for middle and high school.

Actions	Who	When	Completion Date
Survey the non-fiction collections throughout the library service areas	Library Staff	By June 2011	
Purchase materials in a variety of media in areas of critical need	Library Staff	By June 2011	
Advertise the purchases in the local paper and to local home-schoolers	Library Staff	By June 2011	

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 and support. 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.

Actions	Who	When	Completion Date
Investigate the feasibility of hosting a town-wide volunteer fair	Director	Fall 2011	
Work with the Town Administrator to advertise the volunteer fair	Director	January 2012	
Co-ordinate with other Town Departments in setting up an online volunteer registration software program	Director / Town Administrator	By July 2011	
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 2012	
Continue to recognize volunteer service through the "100 Club" and the Volunteer Holiday Tree	Director	December 2011	
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 2011	
Work with the Director of the Council on Aging to develop a community service program linking youth and seniors	Director and YA specialist	Summer 2011	
Work with the School Administration, computer teacher, and NHS advisor to recruit teens to volunteer for the community service program	Director and YA specialist	By October 2011	
Advertise the Senior and Teen program through the newsletters at the Senior Center and the Middle/High School	Director and YA specialist	Fall 2011	
Work with the School Administration to get recognition for students who serve as volunteers	Director and YA specialist	Spring 2012	

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

Actions	Who	When	Completion Date
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	Staff	Ongoing	

displays			
Participate in the 2011 Summer Reading Program “One World”	Staff	Summer 2011	

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

Actions	Who	When	Completion Date
Revise and print out a brochure about the benefits for businesses of using electronic databases	Director	July 2011	
Secure funding for printing and mailing the brochure to local businesses	Director	Fall 2011	
Approach local business groups about offering a library card discount day	Director and Friends Board Members	Summer 2011	
Advertise the discount days in newsletter and provide information about participating businesses	Director	Fall 2011	