

Ashland Public Library, Ashland, MA Meena Jain (mjain@ashlandmass.com)	2021
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Goal#1: Increase the number of library users of all ages by providing a broad range of opportunities for educational, cultural and recreational enrichment.

Objectives (if included in current Long-Range Plan)	Actions	Status
1. Advocate for funding to open an additional five hours on Mondays to meet MBLC guidelines for operating hours and meet eligibility for full state aid funding.	1. Determine most efficient and cost effective options for additional operating hours, including adding staff.	Accomplished – The library is now open 10 hours on Monday with concurrent increases in staffing.
	2. Investigate reallocating some Saturday staff hours to Monday.	Accomplished – staff hired or reallocated to cover Monday shifts.
	3. Explore additional self-checkout options,	Accomplished – one self-checkout machine was sufficient until the advent of the MLN self-checkout app.
	4. Explore patron holds pickup options.	Accomplished - Patron holds are now out on the floor and self-serve.
2. Increase all collections across all formats.	1. Maintain existing collections with ongoing evaluation for condition and relevancy.	Ongoing
	2. Increase materials budget by minimum of 2.5% annually.	Accomplished - Materials budget is sufficient to cover expenses and to meet MBLC requirements for certification.
3. Increase teen usage of the library.	1. Continue to provide community service opportunities to teenagers.	Ongoing – we recently added the option to submit book reviews for community service hours.
	2. Strengthen the role of the Teen Advisory Board in decision making about how teens use the library.	On hold, pending opening the Teen room for in-person programming.
	3. Create regular schedule of teen programming	Starting back up, Sept 2021 with weekly and special programs.
	4. Evaluate teen space, including furniture, to make it a more appealing area for teens.	Ongoing, currently evaluating how to include a movie screen in the teen room.

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4. Increase programming for all residents.	1. Collaborate with Friends of the APL to create a volunteer committee to develop new programs. Collaborate with local community groups to develop programming to celebrate the heritage and diversity of Ashland.	Ongoing the Friends have taken a step back from programming to focus on fundraising so that the Library staff can plan programs.
5. Develop a marketing strategy to promote library services to residents.	1. Increase the use of flyers advertising library programs and events.	Ongoing – working with Canva and other online tools to create eye catching promotional materials
	2. Investigate creating an e-newsletter and determine publication frequency.	Accomplished
	3. Establish a subscriber list	Ongoing – always trying to find new ways to increase our subscription base.
	4. Create a policy on e-newsletter content and determine contributors.	Ongoing
	3. Incorporate social media into library promotion.	Accomplished – using Facebook, Instagram, Twitter, and YouTube at this time.
6. Reach potential underserved adult populations.	1. Survey local social service organizations to help identify populations that might benefit from library services.	Ongoing
	2. Expand volunteer opportunities to include outreach to homebound or elderly populations unable to get to the library.	Ongoing - currently collaborating with the Senior Center to use their van and driver to get books to homebound seniors.
	3. Provide meeting space for local groups serving target populations to expose them to library services.	Ongoing

Goal #2 Strengthen the Library's educational role in the community.

Objectives (if included in current Long-Range Plan)	Actions	Status
1. Provide children with materials and programs that encourage intellectual curiosity and a love of reading.	1. Provide a minimum of 100 programs (story time sessions, craft programs, movies, outside performers, or family programs) annually.	This was on hold through the pandemic and we are just starting to plan for the Fall. But we expect to surpass this number for the year, if all goes well.
	2. Develop and implement new program ideas for school-aged children.	Ongoing – we are always looking for innovative program for school aged children and, even through the pandemic held online events that engaged the minds and hands of our youngest patrons.
	3. Determine parents preferred scheduling for children's programs, e.g. Early Release Days, afternoons, weekends and evenings.	Ongoing – we have many programs planned at different times of the day and will be evaluating the best attended times. We'll also be asking this in our community survey for our next Strategic Plan.
	4. Increase circulation of preschool collection by 5% over 5 years.	We were reaching for this goal when the pandemic hit so we'll be evaluating current trends as children and families start coming back to the library, but this may take some time.
	5. Increase circulation of materials purchased for school aged children by 5% over 5 years.	We were reaching for this goal when the pandemic hit so we'll be evaluating current trends as children and families start coming back to the library, but this may take some time
	6. Annually survey a minimum of 50 parents or caregivers about the value of the Summer Reading Program as an incentive to keep their children reading over the summer.	This has also been on hold for the last 2 years but we can revisit it for summer 2022 as we move away (hopefully) from the pandemic.

Goal #2 Strengthen the Library's educational role in the community.

Objectives (if included in current Long-Range Plan)	Actions	Status
	7. Increase the collection of non-English materials for children.	Ongoing – we just recently approved a budget line item just for materials in languages other than English. We already have a decent collection but always want to be improving it.
2. Develop an on-going collaboration with the Ashland Public Schools and Ashland homeschooling families.	1. Meet with the school librarians twice a year.	Ongoing and has been on hold. Will be an upcoming goal as the school settles pandemic issues.
	2. Meet with school personnel to develop the Summer Reading Lists.	On Hold due to COVID, but is a goal we will be working on as the school settles into their year.
	3. Survey teachers and homeschoolers to determine their needs/priorities for curriculum support materials	Ongoing
	4. Offer library skills workshops for homeschooling families, including how to use electronic resources for assignments.	As more families have turned to homeschooling during the pandemic, this is a renewed goal for the APL
	5. Advertise library programs/events using school e-newsletters	The schools have changed the way they communicate with their students and their policies. This will be something we work on in the next planning sessions.
	6. Collaborate with school librarians on determining areas of the collection that need to be expanded to better support homework assignments.	Will be revisiting this once school has settled into their school year.
3. Investigate the possibility of adding emerging technologies to the Children's Room/Collection (Ibuds, laptops to use for homework, downloadable music, Story Time videos on internet)	1. Identify possible sources of funding (corporate sponsors, grants, donations, etc.).	Accomplished – have used operating funds, monies from Friends, and gift accounts.

Goal #2 Strengthen the Library's educational role in the community.

Objectives (if included in current Long-Range Plan)	Actions	Status
	2. Survey other libraries regarding what has succeeded or failed elsewhere.	Accomplished
	3. Investigate what security measures might need to be put into place.	Accomplished

Goal #3 Ensure a well maintained, vibrant facility to provide gathering space and increase civic involvement.

Objectives (if included in current Long-Range Plan)	Actions	Status
1. Provide meeting space for community groups.	1. Review meeting room policy and consider options for after-hours use.	Made significant updates to the meeting room policy in the last year and will be reviewing more as we move to post-pandemic needs.
	2. Investigate local cable filming options for broadcast of community meetings.	Ongoing – new director will reach out for specific programs.
	3. Reconsider Saturday summer hours (June - October) to align with Ashland Farmer's Market.	Accomplished – we are now open 9-4 during Farmer’s Market days to accommodate the increased traffic generated by it.
2. Provide a safe, clean, comfortable environment.	1. Evaluate meeting room furniture and investigate comfortable, stackable chairs.	Accomplished
	2. Investigate options for lightweight, easily stored tables.	Accomplished
	3. Determine options for keeping both entrances open during the winter for easy access to the building.	Ongoing – the front door will be replaced and facilities is determining what the needs would be to minimize icing on the steps during winter without interrupting the historic look of the exterior.
	4. Investigate options for directory and other directional signage.	Ongoing
3. Provide adequate display space for civic, community and municipal information.	1. Investigate furniture options including display cases, bulletin boards and tables.	Ongoing – we are currently working with town IT regarding options for digital signage for our foyer, teen and children’s rooms.
	2. Create a policy to govern use of display space.	Ongoing – currently reviewing all library policies and displays in all formats are being discussed.

Goal #4 To incorporate and ensure relevant technology in the delivery of library services.

Objectives (if included in current Long-Range Plan)	Actions	Status
1. Provide free access to regularly updated hardware and software and support from a trained staff.	1. Create a plan in consultation with Town of Ashland MIS Director for annual software updates on staff and public access computers.	Ongoing new director will plan on creating such a plan with the director of IT
	2. Determine a schedule for replacing hardware that is more than five years old	Ongoing – staff computers and printers are all new, patron computers 3 years old. Will revisit in planning with director of IT.
	3. Develop a training program to ensure staff expertise with new software..	Ongoing
	4. Establish mandatory new technology training for staff using self-directed programs, webinars and MLS and Minuteman seminars.	Ongoing – much of this has happened during the pandemic while staff has had time to attend online learning opportunities.
	5. Create programming around new technologies including social media, internet use and self-publishing.	Ongoing and exploring what outlets work best for social media and what the community needs are for internet use.
2. Increase the traffic to the library's website to provide "after hours" library services.	1. Reinvent the library link on the Town of Ashland webpage to a more user friendly, "engaging" site.	Accomplished: https://www.ashlandmass.com/184/Ashland-Public-Library
	2. Improve the visibility of the library databases.	Ongoing as we re-evaluate what databases are getting use and what the community would like for us to add.
	3. Improve the visibility of the digital catalog.	Accomplished – now a highly visible widget on our website.
	4. Increase the library's social media presence.	Accomplished – we are now on Facebook, Twitter, Instagram, and YouTube with followers on all.

Goal #4 To incorporate and ensure relevant technology in the delivery of library services.

Objectives (if included in current Long-Range Plan)	Actions	Status
	5. Implement a way to track webpage hits.	Ongoing in consultation with town IT and website host.
	6. Investigate implementing mobile applications	Ongoing – although we’ve been promoting the MLN app, esp the self checkout, heavily
	7. Use the library website as a marketing tool.	Ongoing – keeping the website updated as we move out of the pandemic will be key in keeping our patrons abreast of the fast moving changes in the town and in the library.
3. Provide meeting space with adequate audio visual equipment for community use.	1. Create a Committee to evaluate existing equipment and determine need for replacement/updating.	Ongoing – In working with town IT, we’ve bought a large SMART screen in our large meeting room and are exploring a portable SMART screen to be shared between the conference and teen room. We’ve also bought an OWL for hybrid meetings.
	2. Investigate available equipment options and evaluate durability and ease of use.	Ongoing
	3. Establish a training program designed for community use of the equipment if necessary.	Ongoing as the public has not had access to our meeting rooms through the pandemic.
	4. Create "How to Use" manual for general use.	Ongoing – We are in the process of creating an extensive welcome brochure which will pull together information of all of our core services in one place.
	5. Investigate options for local cable equipment installation for community broadcasts.	Ongoing – a goal for our next strategic plan as we move out of the pandemic.

Goal #4 To incorporate and ensure relevant technology in the delivery of library services.

Objectives (if included in current Long-Range Plan)	Actions	Status
4. Increase access to e-materials in various formats.	1. Determine cost effective options to provide access to e-books, e-audio, and streaming video.	Accomplished – due to COVID, we’ve added Hoopla and Kanopy to our services and continue to promote our digital catalog through MLN.
	2. Investigate state “cloud” options for electronic materials access.	Ongoing
	3. Gather statistics on cost and use of electronic subscription services such as Freegal and online magazines from other Minuteman libraries.	Ongoing – although we have also promoted the Boston Public Library e-card as they provide a multitude of services that can complement the more local services the APL can provide.
4. Improve WiFi access and capability throughout the building.	1. Coordinate with Town MIS to determine problem access areas and develop cost effective solution to the problem.	Ongoing
	2. Develop a way to track WiFi usage on library property, both inside and outside of the building.	Ongoing – as we do not require a password for our wifi, it is more difficult to track usage.
	3. Investigate options for wireless printing.	Ongoing – we have asked the town IT to assist us with this service as our main patron printer does have this capability.

Signatures:

Meenaf

Library Director

9/22/2021

Date

Bonnie Mitchem

Chair of Board of Trustees

9/22/21

Date