

<b>Library Name, Municipality</b> <b>Acushnet Public Library, Acushnet, MA</b> <b>Director's Name, Email</b> <b>Elisabeth Botelho, ebotelho@sailsinc.org</b>	<b>YEAR</b> <b>FY25</b>
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**Goal 1: Our patrons will find the library relevant, useful and attractive to their changing needs, both intellectual and recreational.**

Objectives (if included in current Strategic Plan)	Actions	Timeframe for Activity	By Whom (optional)
<b>Increase overall circulation by 3% annually</b>	Follow collection maintenance schedule	Ongoing – FY25	All staff
	Continue faceouts, displays & weekly bestsellers postings/marketing material	Ongoing – FY25	All staff
	Continue to evaluate space for increased visibility	Ongoing – FY25	Director & Patron Services Supervisor.
<b>Increase access of downloadable materials by 3% annually</b>	Follow Technology Plan	Ongoing – FY25	Director with all staff
	Continue to explore new database options	Ongoing – FY25	Director
	Continue to offer Weekly Open Tech Hour programs	Ongoing – FY25	Patron Services Supervisor
	Continue website updates, with a quarterly review	Ongoing – FY25	Director with all staff
<b>Attendance at adult programs will increase by 5% annually</b>	Continue collaboration with the Friends	Ongoing – FY25	Director with Trustees
	Offer 1-2 programs per month	Ongoing – FY25	Patron Services Supervisor
	Explore ways to use community expertise to offer programs/workshop	Ongoing – FY25	Patron Services Supervisor
<b>Attendance at tween/teen programs will increase by 15% overall</b>	Establish schedule to visit local middle school and invite students to meet at the library	FY25	Director
	Add one new tween/teen program per quarter	FY25	Children's Room Asst

**Goal 2: Children and their caregivers will have access to the material and programs they need to create a lifelong love of learning.**

<b>Objectives (if included in current Strategic Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
<b>Increase the circulation of children's material by 2% annually</b>	Continue monthly and seasonal displays	Ongoing – FY25	Children's Room Asst.
	Promote Teacher Card service	Ongoing – FY25	Director & Children's Room Asst.
	Improve promotional material for e-services	Ongoing – FY25	Director, Patron Services Supervisor & Children's Room Asst.
<b>Increase attendance at children's programming by 5% annually</b>	Continue to offer weekly story time program	Ongoing – FY25	Children's Room Asst.
	Offer 1-2 special programs per month	FY25	Children's Room Asst. & Director
	Continue to offer seasonal/holiday craft programs	Ongoing – FY25	Children's Room Asst.
	Network with local daycares	FY25	Director & Children's Room Asst.
<b>Increase use of Children's Room on non-program days</b>	Continue to evaluate space for new opportunities	Ongoing – FY25	Director & Children's Room Asst.
<b>Every Kindergarten student in Acushnet will have a library card</b>	Kindergarten visits at local schools within the first half of the school year to promote services	FY25	Director & Children's Room Asst.
	Maintain relationship with PTO	Ongoing – FY25	Director
	Staff a library table at school Open House programs and other school events as able	Ongoing – FY25	Director & Children's Room Asst.

**Goal 3: Library services will be available, convenient, and accessible to all residents.**

<b>Objectives (if included in current Strategic Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
<b>Hours will be reviewed</b>	Evaluate hours of operation, using circulation statistics as a guide	Annually	Director with Trustees

<b>Building/material will be even more accessible</b>	Continue to offer Homebound Delivery program; explore ways to expand	Ongoing - FY25	Director
<b>Staff members are empowered to provide the same level of service for the benefit of library patrons</b>	Ensure funding is adequate to continue quarterly staff meetings	Ongoing – FY25	Director with Trustees
	Continued communication between Director and all staff	Ongoing – FY25	Director
	Continue regular in-house or online trainings	Ongoing – FY25	Director, with Patron Services Supervisor & Children's Room Asst.
	Staff encouraged to attend educational / workshop opportunities as funding/accesibility allows	Ongoing – FY25	Director

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**Goal 4: The Library will have greater visibility in the community through increased marketing and communication efforts.**

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<b>Objectives (if included in current Strategic Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
<b>Bring the Library into the community</b>	Coordinate regular class visits with local public and private schools	Ongoing – FY25	Director, Patron Services Supervisor & CRA
	Regular postings on 4-Corners Board in Town and advertising on town cable access channel	Ongoing – FY25	Director
	Continue regular postings on social media accounts	Ongoing – FY25	Director & Patron Services Supervisor.
	Continue to develop relationships with different town entities, like the COA and local farmers	Ongoing – FY25	Director & Patron Services Supervisor
<b>Visits to the Library's website will increase by 3% annually</b>	Link e-newsletter to website	Ongoing – FY25	Director
	Ensure current programs are advertised on homepage and refer patrons to site	Ongoing – FY25	Patron Services Supervisor & all staff
<b>Increase Community Room usage by outside groups by 5%</b>	Advertise room availability on library's website and town's website and through media	Ongoing – FY25	Director

	Evaluate and purchase a sound system	FY25	Director
	Evaluate and hardwire AV equipment for ease of use	FY25	Director
	Explore options to use the space as a display area for local artists	FY25	Director & Patron Services Supervisor
<b>Increase subscriptions to our monthly e-newsletter by 5%</b>	Ask new patrons if they wish to be added to database	Ongoing – FY25	All staff
	Survey readers to find out what they'd like to see in newsletter	FY25	Director

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**Goal 5: The Library will receive the funding necessary to meet the needs of the community**

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<b>Objectives (if included in current Strategic Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
<b>The Library will maintain its favorable position with the Town</b>	Provide relevant information regarding Library's impact on the community through reports, newsletters, and appearances at town and selectmen's meetings	Ongoing – FY25	Director and Trustees
	The Board of Trustees will continue to represent the Library at budget and annual town meetings	Ongoing – FY25	Trustees
	Offer Community Room to Board of Selectmen for meeting space at least once per year	Ongoing – FY25	Director
	Continue to increase the budget each fiscal year	Ongoing – FY25	Director and Trustees
	The library will begin work on a new Strategic Plan.	FY25	Director and Trustees
<b>The Library will seek out and apply for relevant grants from all sources</b>	Continue to seek out programs and apply for Cultural Council grants	Ongoing – FY25	Director, Patron Services Supervisor & CRA
	Staff will dedicate 10 hours per quarter to grant seeking and application activities	Ongoing – FY25	Director, Patron Services Supervisor & CRA
<b>The Library staff and Trustees will continue to work with the Friends of the</b>	Attend monthly Friends meetings and provide a report of library activities	Ongoing – FY25	Director

<b>Acushnet Public Library</b>			
	Request funding from the Friends on a quarterly basis	Ongoing – FY25	Director
	Continue to support the Friends with book sales, membership drives and other fundraising opportunities, as appropriate	Ongoing – FY25	All staff and Trustees
	Review the Memorandum of Understanding between Trustees and Friends	FY25	Director & Trustees