

Library Name, Municipality Acushnet Public Library, Acushnet, MA Director's Name, Email Dina M. Brasseur, dbrasseur@sailsinc.org	YEAR FY21
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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)
Increase overall circulation by 3% annually	Follow collection maintenance schedule	Ongoing – FY21	All staff
	Continue faceouts, displays & weekly bestsellers postings/marketing material	Ongoing – FY21	All staff
	Evaluate teen space for increased visibility	FY21	Director & Patron Services Assoc.
Increase access of downloadable materials by 3% annually	Follow Technology Plan, developed in FY20	FY21	Director with all other staff
	Continue to explore new database options	FY21	Director
	Continue to offer Weekly Open Tech Hour programs	FY21	Patron Services Assoc.
	Continue website updates, with a quarterly review	Ongoing – FY21	Director with all staff
Attendance at adult programs will increase by 5% annually	Continue collaboration with the Friends	Ongoing – FY21	Director with Trustees
	Add one new adult program per quarter	Ongoing – FY21	Patron Services Assoc.
	Use community expertise to offer free classes on a variety of topics	FY21	Patron Services Assoc.
	Host a monthly feature film series	Ongoing – FY21	Patron Services Assoc.
	Evaluate outdoor space for programs	FY21	Director with Trustees
Attendance at tween/teen programs will increase by 15% overall	Establish schedule to visit local middle school and invite students to meet at the library	FY21	Director
	Add one new tween/teen program per quarter	FY21	Patron Services Assoc.
	Explore options to purchase video gaming system	Purchased FY20	Director

	Explore library bus stop option with school administration	FY21	Director
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Goal 2: Children and their caregivers will have access to the material and programs they need to create a lifelong love of learning.

Objectives (if included in current Strategic Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase the circulation of children's material by 2% annually	Continue monthly and seasonal displays	Ongoing – FY21	Children's Room Asst.
	Promote Teacher Card service	FY21	Director & Children's Room Asst.
	Improve promotional material for e-services	Ongoing – FY21	Director, Patron Services Assoc. & Children's Room Asst.
	Develop a 1000 Books Before Kindergarten incentive program	Successfully launched in FY19; ongoing – FY 21	Director & Children's Room Asst.
	Create a recommended by list/display by kid patrons	FY21	Director & Children's Room Asst.
Increase attendance at children's programming by 5% annually	Continue to offer weekly story time program	Ongoing – FY21	Children's Room Asst.
	Offer a minimum of two new children's programs per quarter, with an emphasis on STEM/STEAM programming	Ongoing – FY21	Children's Room Asst. & Director
	Continue to offer seasonal/holiday craft programs	Ongoing – FY21	Children's Room Asst.
	Network with local daycares to visit during programs	FY21	Director & Children's Room Asst.
Increase use of Children's Room on non-program days	Continue to evaluate space for new opportunities	Ongoing – FY21	Director & Children's Room Asst.
	Explore the purchase of tablets with early literature apps for use in this area	FY21	Director & Children's Room Asst.
Every Kindergarten student in Acushnet will have a library card	Kindergarten visits at local schools within the first month of the school year to promote services	FY21	Director & Children's Room Asst.
	Maintain relationship with PTO	Ongoing – FY21	Director

	Staff a library table at school Open House programs	Ongoing – FY21	Director & Children’s Room Asst.
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Goal 3: Library services will be available, convenient, and accessible to all residents.

Objectives (if included in current Strategic Plan)	Actions	Timeframe for Activity	By Whom (optional)
Hours will be reviewed	Evaluate hours of operation, using circulation statistics as a guide	Annually	Director with Trustees
Building/material will be even more accessible	Continue to offer Homebound Delivery program; explore ways to expand	Ongoing - FY21	Director
	Explore options for a fine forgiveness program	FY21	Director with Trustees
	Reevaluate outdoor space for a drive-up book drop	FY21	Director with Trustees
Staff members are empowered to provide the same level of service for the benefit of library patrons	Ensure funding is adequate to continue quarterly staff meetings	Ongoing – FY21	Director with Trustees
	Continued communication between Director and all staff	Ongoing – FY21	Director
	Continue regular in-house trainings	Ongoing – FY21	Director, with Patron Services Assoc. & Children’s Room Asst.
	Staff encouraged to attend educational / workshop opportunities as funding allows	Ongoing – FY21	Director

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

Objectives (if included in current Strategic Plan)	Actions	Timeframe for Activity	By Whom (optional)
Bring the Library into the community	Coordinate regular class visits with local public and private schools	FY21	Director, Patron Services Assoc. & CRA
	Regular postings on 4-Corners Board in Town and advertising on town cable access channel	Ongoing – FY21	Director
	Continue regular postings on social media accounts	Ongoing – FY21	Director & Patron Services Assoc.

	Continue to develop relationships with different town entities, like the COA and local farmers	Ongoing – FY21	Director & Patron Services Assoc.
Visits to the Library’s website will increase by 3% annually	Link e-newsletter to website	Ongoing – FY21	Director
	Ensure current programs are advertised on homepage and refer patrons to site during in-person interactions	Ongoing – FY21	Patron Services Assoc. & all staff
Increase Community Room usage by outside groups by 5%	Advertise room availability on library’s website and town’s website and through media	Ongoing - FY21	Director
	Evaluate and purchase a sound system	Ongoing - FY21	Director
	Evaluate and hardwire AV equipment for ease of use	Ongoing - FY21	Director
	Explore options to use the space as a display area for local artists	FY21	Director & Patron Services Assoc.
Increase subscriptions to our monthly e-newsletter by 5%	Ask new patrons if they wish to be added to database	Ongoing – FY21	All staff
	Survey readers to find out what they’d like to see in newsletter	FY21	Director

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

Objectives (if included in current Strategic Plan)	Actions	Timeframe for Activity	By Whom (optional)
The Library will maintain its favorable position with the Town	Provide relevant information regarding Library’s impact on the community through reports, newsletters, and appearances at town and selectmen’s meetings	Ongoing – FY21	Director and Trustees
	The Board of Trustees will continue to represent the Library at budget and annual town meetings	Ongoing – FY21	Trustees
	Offer Community Room to Board of Selectmen for meeting space at least once per year	Ongoing – FY21	Director

	Continue to increase the budget each fiscal year	Ongoing – FY21	Director and Trustees
The Library will seek out and apply for relevant grants from all sources	Continue to seek out programs and apply for Cultural Council grants	Ongoing – FY21	Director, Patron Services Assoc. & CRA
	Staff will dedicate 15 hours per quarter to grant seeking and application activities	Ongoing – FY21	Director, Patron Services Assoc. & CRA
The Library staff and Trustees will continue to work with the Friends of the Acushnet Public Library	Attend monthly Friends meetings and provide a report of library activities	Ongoing – FY21	Director
	Request funding from the Friends on a quarterly basis	Ongoing – FY21	Director
	Continue to support the Friends with book sales, membership drives and other fundraising opportunities, as appropriate	Ongoing – FY21	All staff and Trustees
	Review the Memorandum of Understanding between Trustees and Friends	FY21	Director & Trustees