

<b>Library Name, Municipality</b> Acushnet Public Library, Acushnet, MA <b>Director's Name, Email</b> Dina M. St. Pierre, dstpierre@sailsinc.org	<b>YEAR</b> <b>FY23</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 – FY23	All staff
	Continue faceouts, displays & weekly bestsellers postings/marketing material	Ongoing – FY23	All staff
	Evaluate teen space for increased visibility	Ongoing – FY23	Director & Patron Services Assoc.
	Look for opportunities to create smaller collections throughout the juvenile area (like “the Betwixt” for tween books)	Ongoing – FY23	Director, Patron Services Assoc. and Children’s Room assistant
<b>Increase access of downloadable materials by 3% annually</b>	Develop Technology Plan, working with the town’s newly formed IT department	FY23	Director with all staff
	Continue to explore new database options	Ongoing – FY23	Director
	Continue to offer Weekly Open Tech Hour programs when in-person programming resumes	Ongoing – FY23	Patron Services Assoc.
	Continue website updates, with a quarterly review	Ongoing – FY23	Director with all staff
<b>Attendance at adult programs will increase by 5% annually when we are able to resume in-person programming</b>	Continue collaboration with the Friends	Ongoing – FY23	Director with Trustees
	Add one new adult program per quarter when in-person programming resumes	Ongoing – FY23	Patron Services Assoc.
	Use community expertise to offer free classes on a variety of topics	Ongoing – FY23	Patron Services Assoc.
	Host a monthly feature film series when in-person programming resumes	Ongoing – FY23	Patron Services Assoc.

	Schedule programs using our new back lawn pavilion	Spring FY22 – FY23	Director with Trustees and PSA
<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 when we are able to collaborate more fully with the schools	FY23	Director
	Add one new tween/teen program per quarter when in-person programming resumes	FY23	Patron Services Assoc.
	Explore library bus stop option with school administration	FY23	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.**

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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>Increase the circulation of children's material by 2% annually</b>	Continue monthly and seasonal displays (online and in house)	Ongoing – FY23	Children's Room Asst.
	Promote Teacher Card service	Ongoing – FY23	Director & Children's Room Asst.
	Improve promotional material for e-services	Ongoing – FY23	Director, Patron Services Assoc. & Children's Room Asst.
	Create a recommended by list/display by kid patrons (online and in house)	FY23	Director & Children's Room Asst.
<b>Increase attendance at children's programming by 5% annually</b>	Continue to offer weekly story time program either outdoors when able or inside once we resume in-person programming	Ongoing – FY23	Children's Room Asst.
	Offer a minimum of two new children's programs per quarter, with an emphasis on STEM/STEAM programming when we can offer in person programs	FY23	Children's Room Asst. & Director
	Continue to offer seasonal/holiday craft programs (as Take and Make until in-person programming resumes)	Ongoing – FY23	Children's Room Asst.

	Network with local daycares to visit during programs when we can visit in person again	FY23	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 – FY23	Director & Children's Room Asst.
	Explore the purchase of tablets with early literature apps for use in this area	FY23	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 month of the school year to promote services when we can meet in person	FY23	Director & Children's Room Asst.
	Maintain relationship with PTO	Ongoing – FY23	Director
	Staff a library table at school Open House programs and other school events as able	Ongoing – FY23	Director & Children's Room Asst.

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**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 - FY23	Director
	Explore options for a fine forgiveness program, using specific data from when the building was closed and fines were suspended (at least from March – December 2020)	FY23	Director with Trustees
	Reevaluate outdoor space for a drive-up book drop	FY23	Director with Trustees
<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 – FY23	Director with Trustees
	Continued communication between Director and all staff	Ongoing – FY23	Director

	Continue regular in-house or online trainings	Ongoing – FY23	Director, with Patron Services Assoc. & Children’s Room Asst.
	Staff encouraged to attend educational / workshop opportunities as funding/accessibility allows	Ongoing – FY23	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 – FY23	Director, Patron Services Assoc. & CRA
	Regular postings on 4-Corners Board in Town and advertising on town cable access channel	Ongoing – FY23	Director
	Continue regular postings on social media accounts	Ongoing – FY23	Director & Patron Services Assoc.
	Continue to develop relationships with different town entities, like the COA and local farmers	Ongoing – FY23	Director & Patron Services Assoc.
<b>Visits to the Library’s website will increase by 3% annually</b>	Link e-newsletter to website	Ongoing – FY23	Director
	Ensure current programs are advertised on homepage and refer patrons to site during in-person interactions	Ongoing – FY23	Patron Services Assoc. & 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 – FY23	Director
	Evaluate and purchase a sound system	FY23	Director
	Evaluate and hardwire AV equipment for ease of use	FY23	Director
	Explore options to use the space as a display area for local artists	FY23	Director & Patron Services Assoc.

<b>Increase subscriptions to our monthly e-newsletter by 5%</b>	Ask new patrons if they wish to be added to database	Ongoing – FY23	All staff
	Survey readers to find out what they'd like to see in newsletter	FY23	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 – FY23	Director and Trustees
	The Board of Trustees will continue to represent the Library at budget and annual town meetings	Ongoing – FY23	Trustees
	Offer Community Room to Board of Selectmen for meeting space at least once per year	Ongoing – FY23	Director
	Continue to increase the budget each fiscal year	Ongoing – FY23	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 – FY23	Director, Patron Services Assoc. & CRA
	Staff will dedicate 10 hours per quarter to grant seeking and application activities	Ongoing – FY23	Director, Patron Services Assoc. & CRA
<b>The Library staff and Trustees will continue to work with the Friends of the Acushnet Public Library</b>	Attend monthly Friends meetings and provide a report of library activities	Ongoing – FY23	Director
	Request funding from the Friends on a quarterly basis	Ongoing – FY23	Director
	Continue to support the Friends with book sales, membership drives and other fundraising opportunities, as appropriate	Ongoing – FY23	All staff and Trustees
	Review the Memorandum of Understanding between Trustees and Friends	FY23	Director & Trustees