

Library Name, Municipality Acushnet Public Library, Acushnet, MA Director's Name, Email Dina M. Brasseur, dbrasseur@sailsinc.org	YEAR FY19
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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	Create a Collection Development policy, including donation/gift policy	FY19	Director with Trustees
	Create a collection maintenance schedule	FY19	Director with Trustees
	Continue faceouts, displays & weekly bestsellers postings	Ongoing – FY19	All staff
	Evaluate teen space to increase visibility	FY19	Director & Patron Services Assoc.
	Improve signage throughout building	FY19	Director & Patron Services Assoc.
Increase access of downloadable materials by 3% annually	Develop Technology Plan	FY19	Director with Trustees
	Explore new database options	FY19	Director
	Weekly Open Tech Hour programs	FY19	Patron Services Assoc.
	Update how-to guides for all e-services	FY19	Director & Patron Services Assoc.
Attendance at adult programs will increase by 5% annually	Continue collaboration with the Friends	Ongoing – FY19	Director with Trustees
	Add one new adult program per quarter	FY19	Director & Patron Services Assoc.
	Evaluate outdoor space for programs/garden options	FY19	Director & Patron Services Assoc.
Attendance at tween/teen programs will increase by 15% overall	Create tween/teen advisory board	FY19	Patron Services Assoc.
	Add one new tween/teen program per quarter	FY19	Patron Services Assoc.
	Explore options to purchase video gaming systems	FY19	Director

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)
Develop new position for a Children's Room assistant	Create position and secure funding	FY19	Director with Trustees
Increase the circulation of children's material by 2% annually	Continue monthly and seasonal displays	Ongoing – FY19	All staff
	Promote Teacher Card service	FY19	Director
	Improve promotional material for e-services	FY19	Director & Patron Services Assoc.
Increase attendance at children's programming by 5% annually	Continue to offer weekly story time program	Ongoing – FY19	Director
	Offer a minimum of two new children's programs per quarter, with an emphasis on STEM/STEAM programming	FY19	Director & Patron Services Assoc.
	Seasonal/holiday craft programs	FY19	Director & Patron Services Assoc.
Increase use of Children's Room on non-program days	Explore additional table/seating space	FY19	Director
	Purchase more educational toys for Children's Room	FY19	Director
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	FY19	Director & Patron Services Assoc.

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 adjusted	Study survey results/usage statistics to determine best times to add hours/when to decrease, if needed	FY19	Director with Trustees
	Evaluate staff schedules to accommodate changes	FY19	Director
Building/material will be even more accessible	Develop a building security plan, with cameras, to increase access from south	FY19	Director with Trustees

	Purchase laptops and charging station	FY19	Director
	Explore Homebound Delivery program options	FY19	Director & Patron Services Assoc.
	Explore options for and implement fine forgiveness programs	FY19	Director with Trustees
Staff members are empowered to provide the same level of service for the benefit of library patrons	Quarterly staff meetings held	FY19	Director
	Continued communication between Director and all staff	Ongoing – FY19	Director
	Regular in-house trainings and annual evaluations of all staff	FY19	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	FY19	Director & Patron Services Assoc.
	Regular postings on 4-Corners Board in Town and advertising on town cable access channel	FY19	Director
	Continue regular postings on social media accounts	Ongoing – FY19	Director & Patron Services Assoc.
Visits to the Library's website will increase by 3% annually	Link e-newsletter to website	FY19	Director
	Post minutes of Board of Trustees meetings to Trustees page on website	FY19	Director
Increase Community Room usage by outside groups by 5%	Review/revise the Community Room policy	FY19	Director with Trustees
	Advertise room availability on library's website and town's website	FY19	Director

Increase subscriptions to our monthly e-newsletter by 5%	Ask new patrons if they wish to be added to database	FY19	All staff
	Send out newsletter on the same day of every month	FY19	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 growth and impact on the community through reports, newsletters, and appearances at town and selectmen's meetings	FY19	Director and Trustees
	The Board of Trustees will continue to represent the Library at budget and annual town meetings	Ongoing-FY19	Trustees
	Offer Community Room to Board of Selectmen for meeting space at least once per year	FY19	Director
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-FY19	Director & Patron Services Assoc.
	Staff will dedicate 15 hours per quarter to grant seeking and application activities	FY19	Director & Patron Services Assoc.
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	FY19	Director
	Request funding from the Friends on a quarterly basis	FY19	Director
	Continue to support the Friends with book sales, membership drives and other fundraising opportunities, as appropriate	Ongoing – FY19	All staff and Trustees