

Library Name, Municipality Acushnet Public Library, Acushnet, MA Director's Name, Email Dina M. Brasseur, dbrasseur@sailsinc.org	YEAR FY20
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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, developed in FY19	FY20	All staff
	Continue faceouts, displays & weekly bestsellers postings/marketing material	Ongoing – FY20	All staff
	Evaluate shelving in adult collection for increased visibility	FY20	Director & Patron Services Assoc.
Increase access of downloadable materials by 3% annually	Follow Technology Plan, developed in FY19	FY20	Director with all other staff
	Continue to explore new database options	FY20	Director
	Continue to offer Weekly Open Tech Hour programs	FY20	Patron Services Assoc.
	Evaluate website	FY20	Director
Attendance at adult programs will increase by 5% annually	Continue collaboration with the Friends	Ongoing – FY20	Director with Trustees
	Add one new adult program per quarter	Ongoing – FY20	Patron Services Assoc.
	Use community expertise to offer free classes on a variety of topics	FY20	Patron Services Assoc.
	Host a monthly feature film series	FY20	Patron Services Assoc.
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	FY20	Patron Services Assoc.
	Add one new tween/teen program per quarter	FY20	Patron Services Assoc.
	Collaborate with local middle schools students on a library ad campaign	FY20	Director & Patron Services Assoc.

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; fill position	Completed FY19	Director with Trustees
Increase the circulation of children's material by 2% annually	Continue monthly and seasonal displays	Ongoing – FY20	CRA
	Promote Teacher Card service	FY20	Director & CRA
	Improve promotional material for e-services	Ongoing – FY20	Director, Patron Services Assoc. & CRA
	Develop a 1000 Books Before Kindergarten incentive program	FY20	Director, Patron Services Assoc. & CRA
Increase attendance at children's programming by 5% annually	Continue to offer weekly story time program	Ongoing – FY20	CRA
	Offer a minimum of two new children's programs per quarter, with an emphasis on STEM/STEAM programming	Ongoing – FY20	CRA, with assistance from Director & Patron Services Assoc.
	Continue to offer seasonal/holiday craft programs	Ongoing – FY20	CRA
Increase use of Children's Room on non-program days	Continue to evaluate space for new opportunities	FY20	Director, with CRA
	Explore the purchase of tablets with early literature apps for use in this area	FY20	Director, with CRA
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	FY20	CRA, with assistance from Director & Patron Services Assoc.
	Establish relationship with PTO	FY20	CRA, with assistance from Director & Patron Services Assoc.
	Staff a library table at school Open House programs	FY20	CRA, with assistance from 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	Friday hours added and schedule changes made to accommodate additional hours	Completed FY19	Director with Trustees
Building/material will be even more accessible	Revisit options for access from north side of parking lot to main entrance	FY20	Director with Trustees
	Continue to offer Homebound Delivery program; explore ways to expand	FY20	Director with all staff
Staff members are empowered to provide the same level of service for the benefit of library patrons	Continue quarterly staff meetings	Ongoing – FY20	Director
	Continued communication between Director and all staff	Ongoing – FY20	Director
	Continue regular in-house trainings	Ongoing – FY20	Director, with Patron Services Assoc. & CRA
	Staff encouraged to attend educational / workshop opportunities as funding allows; an increase to the education line of the library's budget will be sought	FY20	Director with Trustees

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	FY20	Director, Patron Services Assoc. & CRA
	Regular postings on 4-Corners Board in Town and advertising on town cable access channel	Ongoing – FY20	Director
	Continue regular postings on social media accounts	Ongoing – FY20	Director & Patron Services Assoc.
	Create a public awareness campaign with assistance from town administration and Friends	FY20	Director, Trustees, all staff

	Celebrate the 100 th anniversary of building	FY20	Director, with all staff
Visits to the Library's website will increase by 3% annually	Create a local business page for residents	FY20	Director, with 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	FY20	Director
	Evaluate and purchase a sound system	FY20	Director
	Evaluate and hardwire AV equipment for ease of use	FY20	Director
Increase subscriptions to our monthly e-newsletter by 5%	Ask new patrons if they wish to be added to database	FY20	All staff
	Expand reach by customizing content based on patron interest	FY20	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	FY20	Director and Trustees
	The Board of Trustees will continue to represent the Library at budget and annual town meetings	Ongoing-FY20	Trustees
	Offer Community Room to Board of Selectmen for meeting space at least once per year	Ongoing-FY20	Director
	Continue to increase the budget each fiscal year	Ongoing-FY20	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-FY20	Director, Patron Services Assoc. & CRA

	Staff will dedicate 15 hours per quarter to grant seeking and application activities	Ongoing-FY20	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	FY20	Director
	Request funding from the Friends on a quarterly basis	FY20	Director
	Continue to support the Friends with book sales, membership drives and other fundraising opportunities, as appropriate	Ongoing – FY20	All staff and Trustees