

## **Action Plan FY08**

### **Goal 1. By 2010, the residents of Boxford understand and utilize the complete spectrum of informational resources and services offered by the Boxford Town Library system.**

*Objective 1.1.* Library staff will develop a public relations plan that is used to educate the public about the resources and services offered by the library.

*Activity 1.1.1* By March 2008, a marketing plan (as part of the NMRLS Marketing Grant) will be developed to assist the library in promoting services and collections.

*Objective 1.2.* By end of FY2008, the Library Director, Assistant Director, Children's Librarian and Trustees will revise and update the Materials Selection Policy.

*Activity 1.2.2.* By June 2007 a draft of the Policy will be completed and distributed to the Staff and Trustees for comment.

*Activity 1.2.3.* By December 2007 the Policy will be approved by the Board of Library Trustees.

*Objective 1.3.* By end of FY2010, residents will have improved access to current and popular materials for research, reading, viewing, and listening.

*Activity 1.3.1.* By end of August 2007, the materials allocation plan will be evaluated and updated for the 2008 budget year.

*Activity 1.3.2.* By November 2007, complete two (2) online and print guides to reference materials provided by the library, thereby contributing to a 10% increase in website hits and usage of reference materials.

*Activity 1.3.3.* By March 2007, prepare, distribute and complete a short audio listener survey, and further improve the collection based on the survey results.

*Activity 1.3.7.* By June 2008, increase materials for teens by 3% over the previous year's collection and promote such materials resulting in an additional 3% increase over the previous year's circulation.

*Objective 1.4.* By end of FY2010, 75% of Library patrons will indicate a high level of satisfaction with the following services: books & materials; helpfulness, knowledge and courtesy of the staff; facility safety, lighting and cleanliness, and access to library resources.

*Activity 1.4.1.* By March 2008, conduct an interim town-wide survey of satisfaction with library services in order to gauge progress toward a 75% satisfaction level with materials, staff, facilities and access to library resources.

### **Goal 2. By 2010, the residents of Boxford recognize and utilize the unique skills and professionalism of the staff members of the Boxford Town Library system.**

*Objective 2.2* By the end of FY2008, Library staff members will plan and participate in an annual Library-sponsored Staff Development Day designed to improve their knowledge and skill levels.

*Activity 2.2.1.* By September 2007, the Library staff will have planned and participated in their first annual staff development day. Staff evaluations of the event will show a high level of satisfaction with the event.

*Activity 2.2.2.* The March 2008 town wide survey will show that 75% of Library patrons rate the staff level of knowledge, courtesy and skill is "very good" to "excellent".

**Goal 3. By 2010, the residents of Boxford experience a common ground in the Boxford Town Library system for a variety of educational, cultural, and civic activities.**

*Objective 3.1.* By end of FY2010, 75% of the residents will recognize the Library as the place to go for local information.

*Activity 3.1.2.* By September 2007, the Library staff will present educational information about the MVLC's Community Information Database at the New Families Open House at the Cole Elementary School.

*Activity 3.1.1.* By December 2007, the Library will purchase two new information kiosks to be placed in the lobbies of the libraries, thereby making it easier for residents to find local information.

*Activity 3.1.3.* By March 2007, the Library will have produced 1 television spot about library services (Reflecting the changes in layout to better serve teens and Reference Users) to be aired on Boxford's local cable television station.

*Objective 3.2.* By end of FY2008, partnerships with the Boxford Historical Society and the Boxford Trails Association/Boxford Open Lands Trust (BTA/BOLT) will each result in one Library program or event per year, and attended by 80 people per year, designed to educate the community about Boxford's history, natural resources and/or current affairs.

*Activity 3.2.1.* By November 2007, the Library will have co-sponsored with the Boxford Historical Society a one-person show portraying an historic character of interest to the community.

*Activity 3.2.2.* By July 2007, the Library will have co-sponsored with BTA/BOLT a program on edible wild mushrooms.

*Objective 3.3.* By end of FY2010, the Library will provide, and at least 3500 people per year will attend, interesting educational and cultural enrichment programs for children, teens and adults at the library.

*Activity 3.3.1.* By June 2008, the following programs will have been planned and executed:

*3.3.1.1.* Two (2) unique programs attracting at least 50 adult participants;

*3.3.1.2.* Two (2) unique programs attracting at least 20 teen participants;

*3.3.1.3.* One (1) series of cultural programs that will attract 15 children aged 9-12 per program.

**Goal 4. By 2010, the residents of Boxford find leading edge technology incorporated into the programs and services of the Boxford Town Library system.**

*Objective 4.2.* By end of FY2008, a program of Library database trainings provided by Library staff and trained volunteers will serve at least 60 residents per year and increase usage of online databases by 5% per year.

*Activity 4.2.1.* By June 2008, trained library staff and/or volunteers will have provided hands-on trainings on the following subjects: *How to Use the Internet; How to Get an Email Address; Smart Searching for Kids and Teens (for children, teens and adults working with children and teens); Using the computer for Genealogical Information; Entrepreneurs and the Library's Resources.*

*Objective 4.3.* By end of FY2008, the Boxford Town Library system will provide access to digital books, music and information.

*Activity 4.3.1.* By June 2008, the Library will determine whether to continue its subscription to Recorded Books eAudiobooks program.

*Activity 4.3.2.* By June 2007, the Library will determine whether to subscribe to Recorded Books MyLibraryTV digital video download program.

**Goal 5. By 2010, the residents enjoy a well-maintained Boxford Town Library system with enough space for Library services, collections and events to be effectively used by all ages in the community.**

*Objective 5.2.* By end of FY2007, the Library will use a Library Services and Technology Grant to perform a preservation survey of the Library system's historic documents and papers, thereby setting a baseline for future preservation of and access to the system's historic documents.

*Activity 5.2.1.* In FY08, the Library will implement one recommendation from the FY07 Preservation Survey.

*Objective 5.3.* By end of FY2008, the West Boxford Library Branch facility will be preserved for use by all library patrons.

*Activity 5.3.1.* The preservation of the Branch facility will be determined following the completion of the Library Facilities Building Committee Library Facilities Evaluation and related 2007 Annual Town Meeting vote to repair and restore both facilities or work toward building one new library in town.

*Objective 5.4 (New objective for FY08)* By July 2008, the Main library will rearrange space in order to better serve teens and those individuals requiring reference assistance.

*Activity 5.4.1* By March 2007, the current reference area will be moved into the Cummings Room and a space for reference staffing will be created with telephone and computer access.

*Activity 5.4.2* By March 2007, the new Reference area will be staffed 15 hours per week including time in the mornings and afterschool.

*Activity 5.4.3.* By October 2006, a Teen Advisory Board will be formed and meet monthly to advise the library about improvements in services, spaces, events and collections for teens.

*Activity 5.4.4* By May 2007, the Teen collection will be moved into the old reference area and the space will be transformed into an inviting space for teens gather and use the library.

*Activity 5.4.5* By July 2008, Children's Services will be rearranged to make use of the space made available by relocating the teen collection.