

FORBES LIBRARY FY11 ACTION PLAN

Goal I: All Library users will experience Forbes as welcoming, responsive, and satisfying.

Objective 1

Make the Forbes Library easier to use by improving communications.

- a. Continue to improve signage throughout the library including more bilingual signs and additional signage at the end of bookcases on A&M floor.

Objective 2

Optimize patron interaction with a friendly and well-informed staff.

- a. Continue to encourage staff to participate in relevant continuing education opportunities.
- b. Encourage cross-training whenever possible.

Objective 3

Establish rationale and explore feasibility of new service initiatives.

- a. Organize a drop-in computer help service.
- b. Develop a circulating collection of electronic games.

Objective 4

Create more seamless access to library resources.

- a. Develop a Community Languages section that includes books written in a language other than English.

Objective 5

Address building maintenance and improvement issues.

- a. Design a handicapped children's room entrance.
- b. Continue to utilize more "green" cleaning programs.
- c. Update the Children's Department with new paint, carpeting, furnishings. Update the Young Adult space including more technology.

Goal II: The needs and interests of the community will guide the development and improvement of library services.

Objective 1

Continue offering a varied calendar of high quality programs.

- a. Utilizing the recommendation of the Spanish Advisory Committee and data from community focus groups, develop and execute new programs for our Spanish speaking population..
- b. Survey patrons for new programming initiatives.

- c. Offer a year of program and discussions focusing on the Medieval period in the British Isles.
- d. Offer in-house programs and a traveling exhibit in relation to Calvin Coolidge's 100th anniversary as Mayor.
- e. Expand teen programming.
- f. Offer additional genealogy, local history, and Coolidge related programs.
- g. Continue independent film series.
- h. Continue music concert series.
- i. Continue exhibits by local artists and craftspeople.

Objective 3

Expand community partnerships to include civic, cultural, social and business associations/organizations.

- a. Continue to be responsive to requests for guided tours and group instruction.
- b. Continue to offer meeting and display space to local organizations.
- c. Continue to partner with Arts Council, High School, Arts Night Out, organizations for non-English speakers

Objective 4

Provide children and teens with an enjoyable library environment that is inviting, family-friendly, easy to use and enriched with attractive materials of good quality.

- a. Continue offering family programs off-site.
- b. Expand membership of our Youth Advisory Board
- c. Expand and strengthen partnership with Northampton schools by continuing to offer school visits as well as class tours of the library.

Objective 5

Increase access to non-circulating collections including manuscripts, artwork, photographs and artifacts both in person and on the web.

- a. Professionally photograph the fine art collection in preparation for digitizing and indexing collection.
- b. Mount a web-searchable database of images from the library's collection.

Objective 6

Update website.

- a. Redesign Coolidge and local history webpages.
- b. Work with CWMARS on a migration of library software, including of the online library catalog to an open source software.

Objective 7

Improve circulating print and media collections.

- a. Continue weeding and reorganizing of circulating collections for more logical access.

- b. Add more objects like e-book readers, translators, video games, musical instruments etc. in response to community interests.
- c. Create a browsable community languages section that pulls together non-English language materials.

Goal III: The community's awareness of library services and resources will be strengthened.

Objective 1

Expand the use and availability of printed publicity to raise public awareness among users and non-users.

- a. Continue production and distribution of new and existing brochures and pathfinders on specific topics such as local history, consumer information and children's services.
- b. Develop as Spanish language children's brochure.

Objective 2

Develop regular communications with key stakeholders in the community as a gateway for disseminating information and remaining responsive to the community.

- a. Continue utilizing newsletters, emails, press releases, blogs, social networking sites and word of mouth in the most effective way possible.

Objective 3

Expand the use of electronic media to raise public awareness among users and non-users.

- a. Create short podcasts about library collections and services.
- b. PSAs on NCTV or local public radio.
- c. Establish connections local Spanish language radio shows as a place to distribute information about library services.

Objective 4

Increase the number of library card holders in the community.

- a. Celebrate National Library Card Month annually in September with publicity and special events to encourage non-users to sign up for a library card.

Goal IV: The Board of Trustees of the Forbes Library will ensure the long term financial security and address immediate financial needs of the library

Objective 1

Strengthen community support for Forbes Library to ensure that public funds are available to maintain core functions and the physical plant efficiently, protect the library's collections and provide proven, state-of-the-art technology.

- a. Support the objectives outlined in Goal 3.

Objective 2

Continue to pursue non-municipal funding sources

- a. Support staff in seeking grant funding.
- b. Continue annual fund drive by committee of Trustees, Friends of the Forbes Library representatives and volunteers.
- c. Based on ongoing grant funded archival assessments, continue to improve Forbes Library's special collections including Coolidge, local history, and genealogy in both areas of preservation and access.