

**FORBES LIBRARY
FY09 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 by completing and posting maps and floor plans of the ground, mezzanine, and second floors. Complete the Welcome Center desk to include a building directory and related handouts.
- b. Participate in the city-wide phone system upgrade allowing for transfer ability, voice-mail, and an automated message system.
- c. Replace the signage on the Arts & Music stacks.

Objective 2

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

- a. Complete customer service staff trainings and library excursion tours as part of our LSTA Customer Service grant. Administer post-survey to gauge improvement in core competencies.
- b. Conduct post-survey of patrons based on questions pertaining to customer service satisfaction levels based on question originally asked in 2006 during our planning process.

Objective 3

Establish rationale and explore feasibility of new service initiatives.

- a. Convene Teen Advisory Committee to explore recommendations for a new teen space.
- b. Once the exterior structural problems are completed, convene a café committee to explore feasibility of adding a café.

Objective 4

Create more seamless access to library resources.

- a. Complete staff cross-training of public service departments.

Objective 5

Address building maintenance and improvement issues.

- a. Complete refurbish of Children's Room.
- b. Secure funding from the Community Preservation Act Committee for Building Envelope Restoration Project. This project will include automatic door openers and replacement windows.
- c. Improve lighting in foyer and first floor

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

Objective 1

Improve the library's open hours.

- a. Advocate Sunday open hours.

Objective 2

Increase offerings of programs.

- a. Utilizing the recommendation of the Spanish Advisory Committee, develop and execute two new programs for Spanish speaking patrons.
- b. Establish a technology "help desk" service for library patrons to fulfill the patrons' needs for computer hardware and software advice, consultation, and troubleshooting.
- c. Survey patrons for new programming initiatives.

Objective 3

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

- a. Continue collaboration with the new Senior Center including programming and resource sharing.
- b. Continue to have library staff members and trustees strive to get onto the programs of civic and business organizations at least twice each year to give brief talks at their meetings about relevant library services and/or give short talks on books significant to the organization, e.g., offering a demonstration of the ReferenceUSA database which contains a wealth of information about businesses and markets to the Chamber of Commerce.
- c. Offer training workshops to small business, civic, and nonprofit organizations, including start-ups, (Examples: writing business plans, appropriate technology use, business reference materials, funding sources, and marketing).
- d. Collaborate with other institutions, historians and educators to increase access to the library's special collections.

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. Install 2 new computers in the children's area, stocking them with entertaining educational software and programs relevant to the elementary school curriculum.

- b. Explore the feasibility of offering 2 family programs off-site, at low-income housing and/or a neighborhood school, for example.
- c. Create a teen space in the library apart from the children's room and stock it with books and non-print materials of interest to teens as well as two computer listening stations. Enlist help of a teen advisory group in making this space attractive to the teen population.
- d. Redesign Children's webpages.
- e. Begin to expand and strengthen partnership with Northampton schools.
 - i. Invite administrators and/or teacher groups from each school to attend a reception at the library to describe library services for students and discuss ways school and library might cooperate to better serve students' needs.

Objective 5

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

- a. If awarded, implement "Digitizing Historical Resources" LSTA targeted grant. Focus of grant will be digitizing the library's Pioneer Valley photos, art, and maps from 1654-2007 to make them more accessible.
- b. Professionally photograph the fine art collection in preparation for digitizing and indexing collection.

Objective 6

Update website.

- a. Incorporate more Web 2.0 functionality.
- b. Update home page design for easier navigation.
- c. Continue to expand wiki subject guides.
- d. Add new photos of staff and library services to various pages.

Objective 7

Improve circulating print and media collections.

- a. Utilize disc repair to improve condition of media collection.
- b. Continue weeding of circulating collections.
- c. Increase number and quality of public laptops.

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. Produce a quarterly newsletter that will be available in the library, on the website, and at various locations identified as most pertinent around the city.
- d. Propose a regular library guest column to be shared with Lilly Library published by the Daily Hampshire Gazette (either in its online website or paper version).

Objective 2

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

- a. Develop a schedule for department heads from public service departments to identify community stakeholders and establish a schedule for maintaining regular communications to be reported on at the May administrative team meeting.
- b. Host a media night annually for local media staff members. Event will include a library tour and the opportunity for library staff to share new and exciting services and programs.

Objective 3

Expand the use of cable TV and radio to raise public awareness among users and non-users.

- a. Formalize monthly schedule of library programs and air this on the local cable access channel (NCTV).
- b. Produce ten new public service announcements annually about library services and programs to be distributed to local AM and FM radio stations, including WHMP, WMUA, WRSI, WOZQ, WAMH, WTTT, and WXOJ.

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.

Objective 5

Develop permanent funding for publicity and public relations.

- a. Add a \$1,000 line item into budget to support Forbes publicity.
- b. Revise staff job descriptions to include specific responsibilities regarding raising awareness/bringing in new users/documenting publicity to targeted groups (kids, genealogists, etc).

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.

Objective 3

Attempt to establish and maintain staff wages at levels on parity with staffs at comparable libraries.

- a. Annually as the library's budget is developed, salaries at comparable libraries will be analyzed.

Goal V: The Board of Trustees of Forbes Library will update its governance structure to more effectively fulfill the mission of the Library.

Objective 1

The Board will continue their petition to increase the number of Trustees to seven and allow for a way to fill temporary vacancies on the board.