

**FORBES LIBRARY
FY12 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.

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.
- c. Provide a customer service refresher in-service for all staff.

Objective 3

Establish rationale and explore feasibility of new and improved service initiatives.

- a. Organize a drop-in computer help service for patrons.
- b. Upgrade public Internet computers.

Objective 4

Create seamless access to library resources.

- a. Ease patron's transition of library's catalog software to Evergreen through patron instruction, handouts and signage.

Objective 5

Address building maintenance and improvement issues.

- a. Develop a plan to fund the handicapped children's room entrance.
- b. Design remodel of the Reference Area for improved access and service.
- c. Finish the renovation of the Children's Department and Young Adult space including adding 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. Survey patrons about most-desired subjects for computer classes and develop and offer classes based on results.
- b. Provide form for patron feedback about workshops.
- c. Expand teen programming.
- d. Continue independent film series.
- e. Continue music concert series.

- f. Continue exhibits by local artists and craftspeople.

Objective 2

Develop the library's next five year plan with extensive input from the community.

Objective 3

Continually develop partnerships with 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.

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. 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. Upgrade Past Perfect software to improve access to digital collections.
- b. Add additional virtual exhibits and special collections content to the website.
- c. Install temporary displays around the building highlighting art and special collections.
- d. Add holdings from the Hampshire Room collection into the library's online catalog.
- e. Redesign Coolidge Museum and local history webpages.

Objective 6

Expand the library's resources for assisting patrons in selecting recreational materials in print and audio and increase awareness of materials available.

- a. Apply for LSTA Reader's Advisory grant.
- b. Create new reading lists based on subject, genre, or other categories.
- c. Develop book displays and pathfinders to engage patrons and introduce potential reading materials.
- d. Explore the possibility of providing a web based form for assisting people in selecting reading material.
- e. Create 'Sure Bets' list of good books to recommend in different genres.
- f. Expand and update the "Staff Picks" area on the website.
- g. Conduct staff training in assisting patrons in finding satisfying recreational reading material.
- h. Offer a summer reading program for adults.

Objective 7

Improve circulating print and media collections.

- a. Investigate new technologies to offer to patrons.
- b. Increase purchases in foreign languages including French and German.
- c. Expand children's collection of foreign language materials.
- d. Expand classic movie collection in DVD format.
- e. Continue to develop library's video games collection.

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

Objective 1

Expand the use and availability of printed publicity and electronic media 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. Create short podcasts about library collections and services.
- c. Create public service announcements on NCTV or local public radio highlighting the library and its services.
- d. Develop a publicity campaign for the library's recently developed Health Reference Collection.

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.

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.