

Abington Public Library

600 Gliniewicz Way
Abington, Massachusetts 02351

Fiscal Year 2012 Action Plan Update for the Strategic Plan July 2010 – June 2015

Unanimously Approved by the Board of Library Trustees, November 15, 2010

Service Priority One

Create Young Readers: Early Literacy

Goal: Children age 5 and under and caregivers will find materials which enhance early literacy and which encourage reading as a positive and valuable activity.

Objectives

- Circulation of Toddler and Easy Reader books will increase by 3% each year.
- Circulation of parent materials will increase by 3% each year.
- Hire a part-time Children's Librarian to supplement the hours of the Children's Librarian.

Action Plan for FY12

- The Library Trustees will obtain funding to restore the full-time Children's Librarian's position.
- Restore materials acquisitions for children age 5 and under to FY10 level

Goal: Children age 5 and under and caregivers will have programs designed to ensure that young readers enter school prepared to learn to read, write, and listen.

Objectives

- Participation in programs for children age 5 and under that incorporate early childhood educational principles will increase by 3%.
- Offer educational programs for parents on how to help their children learn.
- Participation in offsite library programs for children age 5 and under will increase by 3%.
- Participation by children age 5 and under in the annual Summer Reading Program will increase by 3%.

Action Plan for FY12

- The Library Trustees will obtain funding to restore the full-time Children's Librarian's position.
- Restore programs and services for children age 5 and under to FY10 level.

Service Priority Two

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Goal: Adults and Senior Citizens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives

- Circulation of adult fiction will increase by 3% each year.
- Circulation of adult audio materials will increase by 3% each year.
- Circulation of adult visual materials will increase by 3% each year.
- Participation in the fiction book discussion group and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY12

- Develop bi-monthly bibliographies highlighting different areas of the collection.
- Expand the DVD collection.
- Continue the daytime fiction book discussion group.
- Explore and begin plans for an evening fiction book discussion group for FY13
- Evaluate outreach services to seniors based on the economic realities of both the library and Council on Aging final budgets for FY12.
- Offer 4 programs for adults/seniors to encourage reading, viewing, and/or listening for pleasure.

Goal: Children and teens will find materials which enhance leisure time activities and which encourage intellectual pursuits and imagination.

Objectives

- Circulation of children's and teen fiction and picture books will increase by 3% each year.
- Circulation of children's and teen audio materials will increase by 3% each year.
- Circulation of children's and teen visual materials will increase by 3% each year.
- Participation in the summer reading program, book discussion groups and at other programs featuring recreational materials will increase by 5% each year.

Action Plan for FY12

- The Library Trustees will obtain funding to restore the full-time Children's Librarian's position.
- Continue the three disparate book discussion groups for children and teens, using parents as facilitators
- Restore the summer reading program for children and teens to the FY10 level.
- Restore programs for children which encourage reading/viewing/listening for pleasure to the FY10 level.
- Administer LSTA Serving Teens and Tweens Grant, including offering 4 additional programs for teens which encourage reading/viewing/listening for pleasure, based on input from the Teen Advisory Board.

Service Priority Three

Visit a comfortable place: Physical and virtual spaces

Goal: Residents of all ages will enjoy a welcoming physical space, conducive to using library materials or meeting with others

Objectives

- Copeland Meeting Room use will increase by 5 % each year.
- Copeland Room exhibits will be recruited and promoted to the community.
- Teen use of the Nero Young Adult Room will increase by 5% each year.

Action Plan for FY12

- Explore technology to create an on-line Meeting Room Use application.
- Recruit Copeland Room exhibits for nine of the twelve months.
- Develop a marketing plan for displays and exhibits.
- Plan and host “Coffee in the Copeland Room” Saturday afternoon programs for adults.
- Meet with Middle and High School Librarians to plan promotion of Nero YA Room.

Goal: Residents of all ages will find an accessible virtual space which supports their needs.

Objectives

- “Hits” on the library website will increase by 5 % each year.
- Content on the library website will increase by 5 % each year.
- User bookings of museum passes will increase by 10% each year.

Action Plan for FY12

- Continue adding library policies to the website.
- Possible databases and content for teens and adults will be evaluated.
- The Tixkeeper Museum Pass reservation system will be promoted on the website and in the library.
- The conversion of the meeting room request form from “print and fax” to an interactive document will be explored and priced.

Service Priority Four
Satisfy Curiosity: Lifelong Learning

Goal: Adult and Senior residents will have access to information to meet their need to explore topics of personal interest and to facilitate lifelong learning.

Objectives

- Circulation of adult non-fiction material will increase by 3% each year.
- Attendance at library-sponsored informational programs for adults will increase by 5 % each year.

Action Plan for FY12

- Continue to follow comprehensive weeding plan for the adult non-fiction collection.
- Continue amending stack and display signage in the adult non-fiction and reference collections.
- Present three informational programs for adults/seniors.
- Add a Non-Fiction Book Discussion Group for adults and seniors.

Goal: Teens and children will have access to resources which fulfill their need to investigate topics of personal interest.

Objectives

- Circulation of children's and young adult non-fiction material will increase by 3% each year.
- Attendance at library sponsored informational programs for children and teens will increase by 5% each year.

Action Plan for FY12

- Continue to follow comprehensive weeding plan for young adult and children's non-fiction collections.
- Continue amending stack and display signage in the young adult and children's non-fiction and reference collections.
- Continue the teen advisory board.
- Present two informational programs for teens.

Service Priority Five

Know Your Community: Community resources and services

Goal: All residents will have access to current and accurate information about the programs, services and events offered by community agencies and organizations.

Objectives

- Use of library bulletin boards by community agencies and organizations will increase by 10%.
- Online community events information postings will increase by 15% yearly, beginning in FY12.

Action Plan for FY12

- Contribute information to the new municipal website.
- Provide a “Community Group of the Month” link on the library website, highlighting services from community groups with an established online presence.