

Abington Public Library

600 Gliniewicz Way
Abington, Massachusetts 02351

Fiscal Year 2014 Action Plan Update for the Strategic Plan July 2010 – June 2015

Approved by the Board of Library Trustees, October 15, 2012

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 FY14

- Continue to follow comprehensive weeding plan for children's picture book collection allowing for optimal use of space and ease of access to the collection.
- Continue to create monthly displays in the Children's Room highlighting different areas of the collection.
- Develop preliminary job description and begin advocating with town officials for creation of a part-time Children's Librarian position.

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 FY14

- Continue weekly toddler and preschool programs, including drop-in and registered story hours.
- Continue to promote library services through a "library card drive" with Kindergarten classes.

- Offer monthly Saturday Story Hour sessions.
- Offer programs at schools and other community venues.

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 FY14

- Continue to create monthly displays and bi-monthly bibliographies highlighting different areas of the collection.
- Continue to expand the DVD collection.
- Expand the eBook collection through continued library acquisitions and support for the OCLN shared collection.
- Continue the daytime fiction book discussion group and the evening mystery book discussion group.
- Offer outreach services to seniors in collaboration with the Council on Aging.
- Assess the FY13 Community Reads program and plan for another One Book One Town program in spring 2014 if there is community enthusiasm.

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 FY14

- Continue the three disparate book discussion groups for children and teens, using library staff and parents as facilitators.
- Encourage growth of the new High School Book Club.
- Offer programs for children which encourage reading/viewing/listening for pleasure at the FY13 level.
- Offer a summer reading program for children and teens which includes opportunities for personal growth and group experiences.

- Continue activities and programs begun under the LSTA Serving Teens and Tweens grant including offering 6 – 8 programs for teens which encourage reading/viewing/listening for pleasure based on input from the Teen Advisory Board.
- Continue school visits to the Library for all first, third and fifth grade classes.
- The Children’s Librarian will visit Pre-K and Kindergarten classes to promote reading and library services.

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 FY14

- Secure funding and implement audio/visual upgrade of the Copeland Room.
- Recruit Copeland Room exhibits for nine of the twelve months.
- Expand marketing plan for displays and exhibits.
- Work with TAB and the High School Librarian to promote Nero Young Adult 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 FY14

- Continue updating library policies on the website.
- Assess user feedback regarding FY13 website upgrade.
- Continue to promote the Tixkeeper Museum Pass reservation system.
- Promote the new Eventkeeper calendar.
- Promote electronic content: eBooks, eAudio and databases.

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 FY14

- 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 five informational programs for adults/seniors.
- Continue 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 FY14

- 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 to fund the Teen Advisory Board.
- Present four 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 FY14

- Continue to contribute information to the municipal website.
- Promote the Copeland Room as a community meeting place.
- Promote Parent email list for sharing updates on new materials and programs for children and teens.
- Continue the Library's participation in social media, by adding content to the Facebook page several times per week.
- Research other social media venues such as Pinterest and Twitter as additional venues for community outreach.