

Hopkinton Public Library

Action Plans for Fiscal Year 2012

(Original 2008 Long Range Plan on File at MBLC)

Updates
December 2010

**Hopkinton Public Library
Goals and Objectives
November 2010**

GOAL 1: *The Library will be a safe, accessible and comfortable community place for all.*

OBJECTIVE 1.1: Town of Hopkinton will submit application for a construction grant in January 2011.

Action plan:

- The library Director will participate and collaborate with the Library Building committee, owner's project manager and town project manager in completing the grant application by December 2010.
- The library director will work with the town manager to get approval of the Board of Selectmen.
- Members of the Library Board of Trustees will participate in reviewing the grant application.

OBJECTIVE 1.2: Residents of Hopkinton will be made aware of the schematic design, project cost, and the timeline for a new library building. As a result, the residence will be ready to approve the schematic design in annual town meeting in May 2011.

- Library Building Committee will work with town boards and committees to share library building plans and design during FY '12
- A marketing communication group will be formed in 2011 and promotional materials will be developed. The library building committee will be instrumental in creating this group.
- Presentations will be made by the communication group to make residents and community groups aware of the new library construction plans during FY '12.

OBJECTIVE: 1.6 The Fundraising Committee will be established by 2011. Friends, Trustees and residents will be working on various fundraising efforts by 2012.

Action plan:

- Community leaders and residents should be invited to an open house for discussion of a fund raising campaign and plans.
- Local businesses and private organizations should be contacted and made aware of the need of a new library and necessary funds for a new library.

Young Readers

GOAL 2. All Hopkinton children and young adults will have access to materials to support and sustain lifelong literacy.

Action plan:

- Community leaders and residents should be invited to an open house for discussion of a fund raising campaign and plans.
- Local businesses and private organizations should be contacted and made aware of the need of a new library and necessary funds for a new library.

Young Readers

GOAL 2. All Hopkinton children and young adults will have access to materials to support and sustain lifelong literacy.

Action Plan

- Provide children and teens with an inviting and user friendly environment offering current fiction and non-fiction materials. **Ongoing**
- Re-label Children's sections and books so that they are easier to find. **Ongoing**
- Acquire shelves for the Children's Room in FY '12 for better organization and accessibility of the collection.

OBJECTIVE: 2.1 The Library will provide an up to date YA and children's collection that supports leisure reading and listening as well as the school curriculum by the end of 2012.

Action Plan

- Continue to build the fiction collection with current titles by comparing appropriate reviews of YA and children's books, school reading lists and keep series up to date. **Ongoing.**
- Continue to weed and update non-fiction collection (in collaboration with Hopkinton School Librarians) paying special attention to areas that support school projects and assignments, including continually updating the biography collection. **Ongoing.**
- Attend School Staff meetings to establish collaboration in providing support to the school curriculum beginning in FY '12.
- Increase portion of the budget to support purchase of more books on CD, music CD's and e-books in FY '12.

OBJECTIVE: 2.2 The Library will increase its efforts to communicate better with the young adults in Hopkinton and publicize all library offerings through all media in FY '12.

Action Plan

- Develop programs for Early Release Days; create calendar to coincide with school calendar for FY '12
- Continue Kindergarten Field Trips and Library Card Program. **On-going.**
- Promote school summer reading requirements. **On-going.**

- Establish pilot program in FY '12 in having Older Girl Scout troops provide library tours to younger Girl Scouts. A Girl Scout badge will be given to those attending the tour as well as those giving the tour.

Life-Long Learning

GOAL 3: All patrons will have access to a variety of resources for information, knowledge and self-directed personal growth.

Action Plan:

- Plan and implement One Book/One Community program by FY' 12.
- Promote the library website to make people aware of services. *on-going*
- Add Reader's Choice program and Summer Reading Program for adults in FY '12.

OBJECTIVE 3.1 Library patrons will be offered double the number total programs by FY '12

Action Plan:

- Create a special calendar of programs for distribution.
- Celebrate various holidays with library programs in FY '12
- Continue to collaborate with Town Government, Town Committees, and local organizations to provide valuable and pertinent programs.

Information Resource

GOAL 4. Patrons will have access to a variety of resources – print and non-print - for information and support from the library to locate, evaluate and utilize information effectively.

OBJECTIVE 4.1 – The library will provide instructional services for using electronic resources in FY '12.

Action Plan:

- Develop instruction programs and schedule instructional classes to foster skill development and learn new resources.
- Buy LCD projector by the beginning of 2011.

OBJECTIVE 4.2 - All reference inquiries will be met either in-house or by referral to the appropriate source.

Action Plan:

- Increase staff in order to provide references coverage during all hours of operation.

Informed Citizenry

GOAL 5. Library patrons will have access to local and global information and resources through a variety of media types and multi-cultural programs.

OBJECTIVE 5.1: Library will increase its visibility as a resource for local and global information by end of FY '12

Action Plan

- Use library Website to promote the Library's Face book to double the number of Face book "Fans" to 350 by the end of FY '12.
- Identify and evaluate multicultural programs, speakers and authors.
- Implement user feedback on programs by having evaluation form available at the end of each library program.

OBJECTIVE 5.2: Patrons will be able to learn more about the local community by end of FY '12.

Action Plan

- Increase collaboration with other town groups by offering programs co-sponsored by other organization.
- Host lectures by the town officials (Police and fire etc.) by end of FY 2011.
- Institute a "Hopkinton by Foot" program series; visits historical sites, etc. by end of FY '12.

OBJECTIVE 5.3 Library will foster community participations to discuss exchange, share and learn about local, national and international topics by FY '12.

Action Plan:

- Establish current events discussion groups.
- Host informational and academic lectures on current events of the 21st century.

Hopkinton Public Library

Up date to 2008 Long Range Plan

(Original 2008 Long Range Plan on File at MBLC)

Updates
December 2009

Goals and Objectives Hopkinton Public Library

Physical and Virtual Space

Note: The Long Range Planning Committee envisioned the Library to be a central place for the community. This central place will provide an environment, atmosphere and physical space for the community to meet and interact with each other. The library also needs spaces for programs, events and meeting rooms to be used by community groups. The Hopkinton Public Library has numerous space deficiencies that make it difficult to offer all of the programs it would like; in addition, it lacks accessible, hands-on children's activity spaces, an inviting young adult space, and quiet study areas.

GOAL 1: *The Library will be a safe, accessible and comfortable community place for all.*

OBJECTIVE 1.1: By the end of FY 2010, the Board of Trustees and Building Committee will have a plan for a new Library.

Action plan:

- Building program is completed by early summer of 2008 – *Completed.*
- Building program is approved by the Library Board of Trustees by the summer of 2008. *Completed.*
- The Building Committee should meet the requirements for a Library construction grant application process throughout the planning for funding. *In progress.*
- The Building Committee should be prepared to apply for the construction grant as it expected to become available in 2010. – *In progress.*

OBJECTIVE 1.2: Residents of Hopkinton will be made aware by the end of 2009 that a building program has been developed and approved by the Library Board of Trustees. *All action plans are in progress.*

Action plan:

- The Building Committee will inform the community about the building program through newspaper articles, interviews with the HCAM TV and the Selectman's meeting, etc.
- The Library Board of Trustees will participate in a marketing campaign for the building program to gain support of the community
- The survey results (conducted in February 2008 identifying the user needs) will be presented to the town government and to make them aware that their active participation toward building a new Library is necessary and required by the Massachusetts Board of Library Commissioners (for a state construction grant)
- The Building Program be publicized and made available to the general public

OBJECTIVE: 1.3: A plan to hire an architect should be developed by the end of 2009. *In progress.*

Action plan:

- Funding sources should be identified and evaluated by the Building Committee
- The Capital Improvement Committee should be consulted for availability of funds for the architecture.

OBJECTIVE 1.4: The Building Committee should follow the Mass. Designer Selection Process to hire an architect. *In progress.*

Action plan:

- Committee members should become familiar with the process by reading the guide provided by the MBLC.
- Learn from others by contact them who had gone through this process and avoid mistakes and delays.

OBJECTIVE 1.5 The Community will be aware of the urgent need for additional space/new facility by the end of 2009. *In progress.*

Action plan:

- The need for community participation and support should be established by the Fundraising Committee through activities, events, programs such as an “open house” in the Library
- Community leaders and residents should be invited to the open house for discussion of a fund raising campaign and plans
- Local businesses and private organizations should be contacted and made aware of the need of a new library and necessary funds.

OBJECTIVE: 1.6 The Fundraising Committee will establish steps by 2010 to raise funds.

Young Readers

GOAL 2. All Hopkinton children and young adults will have access to materials to support and sustain lifelong literacy.

OBJECTIVE 2.1 The Library will reorganize the Children’s Room and YA areas by FY2011. *In Progress.*

Action Plan

- Provide children and teens with an inviting and user friendly environment offering current fiction and non-fiction materials.
- Creatively make the most efficient use of the space available in both the children’s room and YA area. Organize and display materials to optimize the greatest possible use

OBJECTIVE: 2.2 The Library will provide Story Time programming to pre-school patrons and continue to develop more school-age book groups and programs to promote reading and literacy and increase circulation by 10% by the end of 2010.

Action Plan

- Continue book groups for 4th/5th grade and implement a middle school component in fall of 2008. *Completed.*
- Evaluate story time schedule for preschoolers to reach the largest number of children. Poll parents in house and on website.
- Continue successful in-house programming, (i.e. drop in crafts; themed month in January; summer reading program) along with performers.
- Continue promoting Summer Reading Program for Children and YA on an annual basis.
- Establish school visits by 2009 to promote library summer programs. (Insufficient Staff for 2009. Will strive for 2010).

OBJECTIVE: 2.3 The Library will provide an up to date collection that supports leisure reading and listening as well as the school curriculum by 2013.

Action Plan

- Continue to build the fiction collection with current titles (by comparing purchases with the NYT Bestseller list), titles on school reading lists, and keep series up to date. *Ongoing.*
- Increase the number of copies per title according to the high demands. *Ongoing.*
- Continue to weed and update non-fiction collection (in collaboration with Hopkinton School Librarians) paying special attention to areas that support school projects and assignments, including continually updating the biography collection. *Ongoing.*
- Weed and update the present Parenting Collection by end of FY 2010
- Coordinate with the adult collection to keep parenting titles current and available. & set up a Parenting Collection location on main floor by end of FY 2010.
- Increase portion of the budget to support purchase of more books on CD, music CD's, books/with CD starting in FY 2009. *Ongoing.*
- Evaluate circulation & use by using an in-house survey of periodicals and adjust acquisitions accordingly by spring of 2010.
- Display current titles more prominently.

OBJECTIVE: 2.4 The Library will continue in efforts to communicate with Hopkinton citizenry and publicize all Library offerings through all media by 2010. *In progress.*

Action Plan

- Liaison with Mom's Club to publicize events via their network by FY 2009. *Ongoing.*
- Implement Teen Advisory Board with regular meetings by FY 2010. *Completed.*

- Schedule more programming for teens by FY 2010. *On-going.*
- Develop programs for Early Release Days; create calendar to coincide with school calendar in 2009. *On-going.*
- Continue Kindergarten Field Trips and Library Card Program. *On-going.*
- Establish relationship with Schools to publicize programs. *On-going.*
- Promote school reading requirements. *On-going.*

OBJECTIVE 2.5 Use the Library website to promote library services – *On-going.*

Action Plan

- Promote website to patrons as a regular means of acquiring information as to what is happening at the library.
- Create a Library Face book and use it to publicize the website, programs, services and materials by fall of 2009. *Completed*
- Increase information about new acquisitions starting in 2009. *On-going.*
- Strive to utilize the site in new ways; (i.e. blogs and Reads in MA) by 2010
- Improve distribution of program flyers and posters.
- Utilize local Newspapers and HCAM.

Life-Long Learning

GOAL 3: All patrons will have access to a variety of resources for information, knowledge and self-directed personal growth.

OBJECTIVE: 3.1 Attendance, circulation, website hits and the number of card holders will increase by 10% by 2011.

Action Plan:

- Promote library services and resources through advertising.
- Use ISVA TV service aggressively for promotion of all services.
- Plan and implement One Book/One Community program by FY2011.
- Promote the Library website to make people aware of services.

OBJECTIVE 3.2 A new facility in progress/built to increase shelving for collection by late 2014.

Action plan:

- Increase acquisitions rate by 10% offering a wide variety of print, electronic and audio materials by the end of FY2012.
- Gradual conversion of the entertainment VHS to DVDs
- Gradual conversion of audio tapes to CDs.
- Update “worn” classics with current versions.
- Assess current collection for diversity when weeding.
- Purchase a wide variety of materials in general.

OBJECTIVE 3.3 Library patrons will be offered double the number total programs by FY2011.

Action Plan:

- Add an Adult Services Librarian.
- Create a special calendar of programs for distribution.
- Offer book club discussions, author presentations and special talent shows if space is available.
- Identify, evaluate and offer multicultural programs.
- Celebrate various holidays with library programs.

OBJECTIVE 3.4 Provide a user friendly environment to increase usage of the Library by 2011.

Action Plan:

- Better signage for all parts of the current Library as well as new Library
- Provide easy, simple instructions on how to sign up to use the catalog.
- Create welcome package for new patrons.

Information Resource

GOAL 4. Patrons will have access to a variety of resources – print and non-print - for information and support from the library to locate, evaluate and utilize information effectively.

OBJECTIVE 4.1 - Patrons will have increased access by 100% to instructional services for using electronic by the end of 2010.

Action Plan:

- Develop instruction programs and schedule instructional classes to foster skill development.
- Install MS office on all public computers to broaden the appeal of learning new skills.
- Establish the Library as a center for computer instruction.
- Buy LCD projector by beginning of FY 2011.

OBJECTIVE 4.2 - All reference inquiries will be met either in-house or by referral to the appropriate source. *On-going.*

Action Plan:

- Increase staff in order to provide references coverage during all hours of operation.
- Continue to weed and update hard copy reference collection.

- Reliable websites will be researched, organized and saved with greater aggressiveness for future use.
- Evaluate and subscribe to new databases to meet users' needs. *On-going.*

OBJECTIVE 4.3 - The Library will increase its job search resources by 20 to better assist patrons. *Completed.*

Action Plan:

- Increase collection (including books, DVDs & online resources) for career development and job search resources.
- Implement resume/interview workshops.
- Advertise collection and resources in the newspapers, on the Library website and on community television.

Informed Citizenry

GOAL 5. Library patrons will have access to local and global information and resources through a variety of media types and multi-cultural programs.

OBJECTIVE 5.1: Library will increase its visibility as a resource for local and global information by end of FY 2011.

Action Plan

- Research and assess the needs of specific groups of library patrons by end of FY 1010.
- Conduct a survey to get patron feedback on what kind of programs they would like to see in FY 2010.
- Identify and evaluate multicultural programs, speakers and authors beginning FY 2011.
- Implement user feedback on programs by having evaluation form available after the program for patrons to complete beginning in 2010.

OBJECTIVE 5.2: Patron will be able to learn more about the local community by end of FY 2011.

Action Plan

- Establish contacts with organizations and host at least 2 meetings to plan collaborative programs by end of FY 2010
- Gather and display informative literature, including census results about the town and the community by FY 2011
- Host lectures by the town officials (Police and fire etc.) by FY 2011
- Institute a "Hopkinton by Foot" program series; visits historical sites, etc. by FY 2012

OBJECTIVE 5.3: The development of collection will reflect local, national and international interests of patrons by FY 2011.

Action Plan

- Improve book selection reflecting world cultures, events and history.
- Create displays targeting international festivals.
- Build self-help collection of DVDs, CDs and books and journal
- Collect patron recommendation for books, media and other materials
- Increase resources on various languages

OBJECTIVE 5.4 Library will foster community participations to discuss exchange, share and learn about local, national and international topics by FY 2011.

Action Plan:

- Establish current events discussion groups
- Host informational and academic lectures on current events of the 21st century
- Design and display tables with materials and information on international festivals and events