

Fiscal Year 2012 Action Plan

The Jones Library, Munson Memorial Library, and
North Amherst Library

Approved
November 8, 2011

GOAL 1. Create a welcoming and safe environment where all community members connect.

Objectives:

- A) Develop a plan for use of space in the Jones Library to accommodate current and foreseeable needs; implement it as funding permits.
- 1) Clarify space needs and possibilities for using the Jones Library and the North Amherst Library buildings in order to facilitate professional design work. (Space Planning Committee)
 - 2) Submit grant applications to local, state and national organizations. (Director, Trustees)
 - 3) Analyze public service points on first floor. (Children's Librarian, Circulation Librarian)
 - 4) Survey teens and community partners (such as Amherst Regional High School, Amherst Regional Middle School, Boys' and Girls' Club, Amherst Leisure Services and Supplemental Education Commission, Big Brothers/Big Sisters) about teens' needs for dedicated programs and space in the Jones Library. (Children's Librarian)
 - 5) Work with Trustees and Friends of the Jones Library System to improve the Jones Library's large meeting room. (Director, Trustees/President)
 - 6) Explore the possibilities for a café area. (Director, Trustees, Staff)
- B) Reduce libraries' impact on the environment and promote environmental responsibility in communities we serve.
- 1) Complete and communicate the goals, objectives, and actions recommended by the Green Committee in its "Long Term Sustainability Plan." (Green Committee)
 - 2) Collect information about the possibility of converting the North Amherst library to geothermal. (Director, Trustees)
- C) Make the Jones Library easier to use through improved navigation of building, resources, services.
- 1) Develop and find resources for a housekeeping plan with frequent cleaning schedules. (Building Supervisor)
 - 2) Gather and analyze patron requests for assistance (directions, how to use the computers, information questions) to determine areas of patron confusion. (Information Services Librarian)
 - 3) Submit grant applications to local, state and national organizations. (Director, Trustees)

D) Address building safety, capital improvements, maintenance, and code issues for all three libraries to ensure universal public access to library services.

- 1) Do initial research for an addition to the North Amherst Library. (Trustees, Director, Building Supervisor, Amherst Town Building Supervisor)
- 2) Submit grant applications to local, state and national organizations. (Director, Trustees)
- 3) Explore LEED certification and its applicability to The Jones Library, Inc. buildings. (Director, Trustees)
- 4) Conduct building safety audit. (Building Supervisor)
- 5) Formulate a 10-20-Year *Capital Plan*. (Director, Trustees, Building Supervisor)

GOAL II. Provide public access to the widest possible array of materials and learning opportunities.

Objectives:

A) Increase/restore library materials budget and hours open.

- 1) Identify gaps in high demand collection areas and materials that are critically needed. (Adult Services Librarian, Selectors)
- 2) Restore funding for Online Computer Library Center (OCLC) cataloging records for prompt catalog updates. (Technical Services Librarian)

B) Examine Amherst Town Libraries' role as regional resource for Western Massachusetts.

- 1) Work with C/W MARS to migrate to Evergreen, a flexible and user-friendly open source software that will handle our acquisitions, cataloging, circulation, and other library functions. (Technical Services Librarian, Circulation Librarian, North Amherst Librarian)
- 2) Meet with area libraries (such as Amherst Regional High School, and public and college libraries) to identify areas for potential collaboration and cooperative collection development. (Adult Services Librarian, Children's Librarian)

C) Ensure that collections and services reflect the diversity of our region.

- 1) Analyze results of 2010 census for our region and adjust buying plans. (Director)
- 2) Develop partnership for ESL Center with Hampshire Educational Collaborative to support services to non-English speaking families. (Director, ESL Coordinator)

D) Determine preservation needs to ensure future access to historical and art collections, establish priorities to reformat materials or provide conservation work.

- 1) Continue preservation work associated with allocations from the Community Preservation Act. (Curator of Special Collections)
- 2) Draft a five year plan for marketing, display and preservation of the Fine Arts Collection. (Curator of Special Collections)
- 3) Complete the Disaster Plan to address institutional emergency measures that include collections preservation priorities and disaster response procedures. (Curator of Special Collections)

GOAL III. Promote innovative, community-tailored technological resources

Objectives:

A) Provide opportunities for technology assistance and training for the public.

- 1) Pilot and promote access for patrons to on-line classes and tutorials. (Information Services Librarian)
- 2) Draft plan to provide information technology support service to public at all libraries. (Information Services Librarian)
- 3) Attempt to reinstitute computer classes via corporate sponsorship. (Director, Staff)

B) Make online information resources more accessible to library users of all ages to enrich individual knowledge and promote literacy and learning.

- 1) Update operating software and functionality within Digital Amherst. (Curator of Special Collections, Information Services Librarian)
- 2) Define requirements, including opt-in email list for public information, marketing, and fund raising functions, and redesign Jones Library website. (Information Services Librarian)
- 3) Create a sustainability/green page for the website. (Staff)
- 4) Continue to post library policies on the website. (Director, Staff)

C) Expand public access to electronic/digital materials.

- 1) Set collection development goals for E/digital materials. (Adult Services Librarian, Selectors)
- 2) Promote web access to information databases and promote their use. (Information Services Librarian)

GOAL IV. Develop a friendly, skilled staff with a commitment to serving our region's diverse population.

Objectives:

- A) Make customer service central to all library operations.
 - 1) Develop a structured plan for training staff at all levels in customer service and determine the resources needed to put the plan in effect. (Director)
 - 2) Inventory Trustee policies to determine which policies need to be revised and which new policies need to be created. (Director, Trustees, Staff)

- B) Refine hiring process to fill vacancies in library positions.
 - 1) Recruit widely for well-qualified candidates for all vacancies. (Director, Human Resources Department)
 - 2) Increase awareness of the benefits of a diverse staff through on-going dialogue, at least one staff workshop, and other training opportunities. (Director, Staff Supervisors)

- C) Develop a staffing plan to address needs for diversity in staffing and services.
 - 1) Develop a committee to evaluate and recommend actions to enhance communication based on the many languages spoken here in Amherst. (Director, Trustees)
 - 2) Explore ways to increase diversity in library staffing. (PPP, Director, Trustees)

- D) Explore implementation of an evaluation policy for all staff as is stated in the MBLC's Trustee Handbook:
http://mblc.state.ma.us/advisory/trustees/trustees_handbook/ch02s10.php
 - 1) Finalize evaluation of *Library Director Policy*. (PPP, Director, Trustees)

GOAL V. Increase communication, dialogue, and community partnerships

Objectives:

- A) Develop a library communications plan for internal and external communications.
 - 1) Identify audiences (Library staff, Trustees, Friends of the Jones Library System, Town Meeting members, Town committee members, other public and private constituencies) for key communications products (press releases, annual reports, and daily announcements. (Special Collections Curator)

- 2) Investigate communications partnerships with community groups, e.g., Chamber of Commerce, Emily Dickinson Museum, Town of Amherst School Department, and University and college libraries. (Director, Curator of Special Collections, ESL Coordinator, Information Services Librarian)
- 3) Develop new library “branding” for use in all communications, including letterheads, Staff badges, and website. (Department Heads)
- 4) Explore interactions between the Library’s *Long Range Plan* and the Town’s *Master Plan* and be a part of the on-going implementation and shaping of the *Master Plan*. (Director, Trustees, PPP)
- 5) Explore improved ways of communication and information-sharing mechanisms between the Board, Director, Staff and the public. (Director, Trustees, Staff)
- 6) Create a master online calendar for library meetings and events. (Director, Trustees)

B) Design a feedback mechanism to monitor changing community needs.

- 1) Create online opportunities for feedback on the library websites. (Information Services Librarian)
- 2) Develop guidelines to respect privacy concern of library staff and patrons using online communications, e-books, and other applications. (Director, Department Heads)

GOAL VI. Expand funding sources and, where possible, reduce operating costs while maintaining excellent services

Objectives:

A) Seek new public/private partnerships that bring financial advantage to the Libraries.

- 1) Develop Annual Fund Drive goals, develop infrastructure for a Planned Giving Program, and investigate requirements for a Capital Fund Drive. (Director, Trustees)
- 2) Strengthen communication and coordination among Staff, Trustees, and Friends of the Jones Library related to fundraising efforts. (Director, Trustees)
- 3) Submit at least 3 grant applications to local, state, and national organizations. (Department Heads)

B) Advocate for library support with state and local government bodies.

- 1) Seek private meetings with local legislators and other officials to discuss library funding needs. (Director, Trustees)

- 2) Participate on local budget planning committees and communicate budget developments to Trustees, staff, and Friends of the Jones Library System. (Director, Trustees)
- C) Evaluate new technologies and software to enable reduced operating costs, greater efficiency, new revenue streams, or more effective fundraising and sales.
- 1) Explore self-service options for circulation functions to free staff for other tasks. (Circulation Librarian)