

# Fiscal Year 2014 Action Plan

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

**Approved**  
**Wednesday, September 5, 2012**

**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. (Director, Trustees, Staff)
  - 2) Submit grant applications to local, state and national organizations. (Director, Trustees)
  - 3) Analyze public service points on first floor. (Children's Librarian, Head of Borrower Services, Director)
  - 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, Young Adult Services Coordinator)
  - 5) 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.
- C) Make the Jones Library easier to use through improved navigation of building, resources, services.
- 1) Gather and analyze patron requests for assistance (directions, how to use the computers, information questions) to determine areas of patron confusion. (Head of Information Services)
  - 2) 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, North Branch Librarian, Amherst Town Building Supervisor)
  - 2) Submit grant applications to local, state and national organizations. (Director, Trustees)

- 3) Conduct building safety audit. (Building Supervisor)
- 4) Establish a maintenance plan for The Jones Library's front and side gardens. (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. (Head of Collections, Selectors)
  - 2) Perform an open hours study. (Director, Trustees)
- B) Examine Amherst Town Libraries' role as regional resource for Western Massachusetts.
  - 1) 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. (Head of Collections, 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. (Head of Collections, Director)
- 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. (Head of Information Services; ESL Coordinator)

- 2) Draft plan to provide information technology support service to public at all libraries. (Head of Information Services)
  - 3) Attempt to reinstitute computer classes via corporate sponsorship. (Head of Information Services, Director)
- 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, Head of Information Services)
  - 2) Define requirements, including opt-in email list for public information, marketing, and fund raising functions, and redesign Jones Library website. (Head of Information Services)
  - 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. (Head of Collections, Selectors)
  - 2) Promote web access to information databases and promote their use. (Head of Information Services)

**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) Explore ways to increase diversity in library staffing. (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. (Director, Head of Programming and Outreach, Trustees)
- 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, Head of Information Services)
- 3) Develop new Library “branding” for use in all communications, including letterheads, Staff badges, and website. (Director, 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. (Head of Information Services)
- 2) Develop guidelines to respect privacy concerns 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 grant applications to local, state, and national organizations. (Department Heads; ESL Coordinator)
  
- 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. (Head of Borrower Services)
  
- D) Develop a long range financial plan for the libraries. (Trustees, Director, Budget Committee)