

JONES LIBRARY

Action Plan

Approved 9-1-16

Executive Summary
Mission
The Jones Library will be a community hub to a diverse population of Amherst residents, where books are celebrated and all members of the community can enhance their educational, cultural, and lifelong learning pursuits.
Vision
<p>The Jones Library staff will create a welcoming atmosphere for everyone, and will be deeply engaged and committed to maintaining the highest levels of professionalism and providing exceptional customer service.</p> <p>The Board of Trustees, Friends of the Jones Library System, and staff will provide visionary leadership so that the town of Amherst and its residents will continue to support the Library through financial and volunteer support.</p> <p>The Jones Library will help provide Amherst with a bridge to the latest state-of-the-art technologies and will provide those needing training with instruction and support.</p> <p>Special Collections, which includes works by Robert Frost and Emily Dickinson, will draw people from all over the world, helping to ensure a vibrant business community.</p> <p>A strong base of committed volunteers will augment the Library staff and be recognized for their important contributions, helping the Jones Library remain strong and connected to the entire community. Each volunteer will be matched with appropriate tasks so that their skills and interests are aligned with the needs of the library.</p> <p>The Jones Library will augment its effectiveness by developing and maintaining mutually beneficial relationships with other Amherst town departments, with libraries and other relevant departments and offices at surrounding colleges and universities, C/W MARS as well as with other local business and cultural entities.</p> <p>The Library will actively welcome and encourage access by members of our community with economic and social disadvantages.</p>
Critical Success Factors (CSFs)
<ul style="list-style-type: none"> • Fully motivated and engaged staff, including volunteer staff, who are committed to providing patrons with a welcoming atmosphere and exceptional customer service. • Adequate financing to support current and future operations, as well as proposed building renovations. • State-of-the-art technology, with flexible responses to changing technologies and the ability to provide those technologies to patrons. • Support from the residents of Amherst and surrounding townships. • Mutually beneficial relationships with other Amherst departments, C/W MARS as well as surrounding college libraries and institutions. • Ability to identify needs and serve the community of Amherst. • Effective marketing and public relations. • Strong support from the Board of Trustees and the Friends of the Jones Library System. • Visionary leadership from the Board and staff to ensure that the Jones Library continues to be a value-added entity to the Town of Amherst. • Full engagement of all Amherst residents, from youth through seniors.
Strategies
<ol style="list-style-type: none"> 1. Provide a pleasant, safe and up-to-date building by presenting a concise and focused plan for the renovation/expansion of the Jones Library facilities. 2. Provide relevant, quality materials, programs and services to our patrons.

3. Maintain exceptional customer service by recruiting and retaining outstanding library personnel.
4. Increase and enhance communication efforts through social media, an interactive website, newspaper and radio.
5. Expand funding through the Town of Amherst's appropriations, the Library's Annual Fund, Capital Fund, Planned Giving program, Sammys and new innovative resources.
6. Offer and promote the latest state-of-the-art technologies to both staff and patrons.
7. Honor Amherst's rich history through preservation and promotion of the Special Collections.
8. Advocate with local, state, and federal legislators regarding the importance of library funding.

Gaps

- Although the Jones Library patrons appreciate many aspects of the current facility, the interior is outdated and inefficient, creating difficulties in serving patrons and managing the physical plant. Resolution of these issues requires physical enhancements and additional space.
- A major drawback to patrons and non-patrons alike is inadequate parking.
- Funding from the Town of Amherst and other sources of funding must adjust to developing service needs and future growth.
- The Library's social media and marketing vehicles are not optimal in order to inform patrons and non-patrons about the Jones Library's services and programs.

Immediate Priorities

- Complete *Building Program* and secure necessary funding for expansion/renovations.
- Secure additional funding to ensure the Jones Library continues to provide high quality services, programs, and a well-educated and engaged staff.
- Create a comprehensive Technology Plan that addresses current and future technology needs.
- Enhance communication efforts with the community through a more interactive and up-to-date website as well as through newspapers and radio.

Strategies, Objectives & Action Steps	By Whom	When
1. Provide pleasant, safe and up-to-date building by presenting a concise and focused plan for the renovation/expansion of the Jones Library facilities.	Trustees Director Staff	Ongoing
A. Complete the Planning and Design grant	Trustees Director Staff	October 2016
1. Finalize schematics	Trustees Director Staff	Fall 2016
2. Site plan; soil analysis; map of site; pictures of site	Trustees Director	Fall 2016
3. Independent cost estimate/project budget	Trustees Director	Fall 2016
B. Apply for Construction Grant through the MBLC	Trustees Director Staff	FY 2017
1. File the <i>Letter of Intent</i> with MBLC	Director	10/16
2. File an <i>Action Plan</i> with MBLC	Director	12/16
3. Town Meeting approval of preliminary design and permission to apply for and accept grant funds	Town Meeting	12/16 - 6/17
4. Submit grant application, including Town-wide plan for library services; final <i>Building Program</i> ; proposed plan for obtaining local funding; proposed project schedule; statement of need; and letters of support	Director	1/17
5. Grants awarded	MBLC	6-7/17
6. Accept grant award	Town Meeting	1/18
7. Complete schematics	Trustees Director Staff	Summer 2016
8. Request Town funding (JCPC; CPAC)	Director	Fall 2016
9. Establish Capital Campaign	Trustees	FY 2016
C. Complete Disaster Plan	Trustees Director Staff	FY 2017

2. Provide relevant, quality materials, programs and services to our patrons.	Director Staff	Ongoing
A. Evaluate and promote collections, print as well as digital	Staff	Annually
B. Evaluate and promote programs and services	Staff	Annually
C. Work with C/W MARS to improve ILS Software	Director Staff	Ongoing
D. Digitize and preserve appropriate collections within Special Collections	Staff	Ongoing
E. Collaborate with other local cultural, business, and educational entities, including the Amherst school systems, the Business Improvement District (BID), and the Amherst Area Chamber of Commerce	Director Staff	Ongoing
3. Maintain exceptional customer service by recruiting and retaining outstanding library personnel.	Director Staff	Ongoing
A. Conduct annual review for all staff	Trustees Director Staff	Annually
B. Encourage collaboration between Library Departments	Director Staff	Ongoing
C. Provide cross-training between Library Departments	Staff	Ongoing
D. Provide supervisory training	Director Staff	Ongoing
E. Provide ample opportunity for technological training and staff development	Trustees Director	Ongoing
F. Participate in the Town Manager's staff achievement recognition plan	Director Staff	Ongoing
4. Increase and enhance communication efforts through social media, an interactive website, and newspaper and radio.	Trustees Director Staff	Ongoing
A. Promote Library services/programs using social media as well as newspapers and radio	Director Staff	Ongoing
B. Engage patrons with more user friendly and interactive website	Staff	Ongoing
C. Attend more community events, representing the Library	Trustees Director Staff	Ongoing
D. Expand the Homebound Program	Staff	Ongoing
E. Increase outreach to non-Library users by raising the Library's profile in the community	Trustees Director Staff	Ongoing
F. Increase opportunities for group visits and Library tours	Director Staff	Ongoing
5. Expand funding through the Town of Amherst's appropriations, the Library's Annual Fund, Capital Fund, Planned Giving program, Sammys and new innovative resources.	Trustees Director Staff	Ongoing
A. Request increased Town appropriation/JCPC/CPAC funds	Director	Ongoing
B. Evaluate and improve the Annual fund mailings	Trustees Director	Ongoing
C. Begin a Capital campaign	Trustees	Summer 2016

D. Re-establish a Planned Giving program	Trustees Director Staff	Summer 2017
E. Evaluate and improve the Sammys	Trustees Director Staff	Ongoing
F. Research and create innovative funding sources	Trustees Director Staff	Ongoing
G. Expand corporate donations	Trustees Director	Ongoing
H. Support the Friends of the Jones Library System	Trustees Director Staff	Ongoing
I. Advocate for increased State Aid with legislators	Trustees Director Staff	Ongoing
6. Offer and promote the latest state-of-the-art technologies to both staff and patrons.	Director Staff	Ongoing
A. Create an Annual Technology Plan	Director Staff	Annually - Fall
B. Request additional Town Information Technology (IT) appropriation	Trustees Director	Winter 2016
C. Review a plan for the installation of Radio Frequency Identification (RFID) technology	Trustees Director Staff	Ongoing
D. Review a plan for the installation of an Automated Materials Handling System	Trustees Director Staff	Ongoing
7. Honor Amherst's rich history through preservation and promotion of the Special Collections.	Director Staff	Ongoing
A. Preserve Special Collections materials	Staff	Ongoing
B. Promote Special Collections Department	Director Staff	Ongoing
C. Provide digital access to Special Collections materials	Staff	Ongoing
D. Continue to add to the Special Collections' collections	Staff	Ongoing
8. Advocate with local, state, and federal legislators regarding the importance of library funding.	Trustees Director Staff	Ongoing