



**Fiscal
Year
2022**

AMHERST LIBRARY SYSTEM

ACTION PLAN

JONES LIBRARY
MUNSON MEMORIAL LIBRARY
NORTH AMHERST LIBRARY

Jones Library Board of Trustees



Amherst Library System
FY2022 Action Plan
Approved 1-21-21

Preface

The Amherst Library System enjoyed remarkable success during the COVID-19 pandemic in terms of staff creativity and service adaptations. This *Action Plan* is contingent upon a successful return to operations during FY22; if the Library System is not fully operational by July 1, 2021, adaptations to this *Plan* will have to be made.

Executive Summary

I. 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.

II. Vision

- § 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.
- § The Board of Trustees, Friends of the Jones Library System, and staff will provide leadership so that the town of Amherst and its residents will continue to support the Library, including financially and by volunteering.
- § The Jones Library will seek to promote informational and digital literacy to all community members, including the provision of resources, instruction, and support.
- § 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.
- § 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 have their skills and interests aligned with the needs of the library.
- § The Jones Library will develop and maintain mutually beneficial relationships with other Amherst town departments; with libraries and other relevant departments and offices at surrounding colleges and universities; with CW MARS; and with other local businesses and cultural entities.
- § The Library will actively welcome and encourage access by members of our community with economic and social disadvantages.

III. Critical Success Factors

- § Fully motivated and engaged staff, including volunteer staff, who are committed to providing patrons with a welcoming atmosphere and exceptional customer service
- § A welcoming environment for and full engagement of all Amherst residents, from youth through seniors
- § Adequate financing to support current and future operations, as well as proposed building renovations.
- § Innovative, reliable, and proven 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, CW MARS, as well as surrounding college libraries and institutions
- § Ability to identify needs and serve the community of Amherst
- § Effective outreach and communication
- § 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

**Amherst Library System
FY2022 Action Plan
Approved 1-21-21**

IV. Strategies

- § Build on previous diversity efforts to ensure racial equity is a priority at the Jones Library
- § Provide a pleasant, safe, and up-to-date building
- § Provide relevant, quality materials, programs and services to our patrons
- § Maintain exceptional customer service by recruiting and retaining outstanding library personnel
- § Increase and enhance communication efforts through social media, an interactive website, traditional media, and other means
- § Expand funding through the Town of Amherst’s appropriations, The Jones Library, Inc., the Library’s Annual Fund, Capital Fund, Planned Giving program, Sammys and new resources
- § Offer and promote innovative, reliable, and proven technologies to both staff and patrons
- § Honor Amherst’s rich history through preservation, sharing, and promotion of the Special Collections
- § Advocate with local, state, and federal legislators regarding the importance of library funding

V. 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 must adjust to developing service needs, future growth, and additional salary and benefits expenses due to minimum wage increases and increased health care costs

VI. Immediate Priorities

- § Secure necessary funding for expansion/renovations of the Jones Library building
- § Secure additional funding to ensure the Jones Library continues to provide high quality services, programs, and an engaged staff
- § Continue to implement the Branch Long Range Plans
- § Reopen buildings safely
- § Carry out transitional work required for expansion/renovation project

Strategies, Objectives, & Action Steps	By Whom	When
----------------------------------------	---------	------

1. Build on previous diversity efforts to ensure racial equity is a priority at the Jones Library

A.	Hold biweekly meetings of the staff "Antiracism and Equity Collective" to plan staff trainings and share resources, and more	Director Staff	Ongoing
B.	Collaborate with the Town on antiracism work, including through the Government Alliance on Race and Equity (GARE)	Trustees Director Staff	Ongoing
C.	Seek to create a diverse workforce	Trustees Director Staff	Ongoing
D.	Seek community "allies" for feedback and advice on improving our services for community members who may be facing barriers to accessing them	Trustees Director Staff	Ongoing

Amherst Library System
FY2022 Action Plan
Approved 1-21-21

2. Provide pleasant, safe, and up-to-date building

A.	Accept MBLC Construction Grant award		Town Council	Apr-21
	i.	Request Town funding (Town Council; JCPC; CPAC)	Trustees Director Staff	FY22
	ii.	Complete Design Development, taking into consideration the sustainability goals approved by the Board of Trustees which are to:	Trustees Director Staff	Oct-21
		✘ Reduce the Jones' Energy Use Intensity from the existing 73.2 kBtu/sf/year, to a goal of 25-30 kBtu/sf/year	Trustees Director Staff	Oct-21
		✘ Eliminate the use of fossil fuels in the building	Trustees Director Staff	Oct-21
		✘ Use low embodied carbon materials in its construction (e.g., cross laminated timber)	Trustees Director Staff	Oct-21
		✘ Build a Net Zero Energy Ready building	Trustees Director Staff	Oct-21
		✘ Seek grant funding and energy rebates	Trustees Director Staff	Ongoing
	iii.	Continue to work with the Friends of the Jones Library System to develop and implement a Capital Campaign	Trustees Director Staff	Ongoing
	iv.	Implement interim operations plan including relocation, transportation, and funding	Trustees Director Staff	Nov-21
		✘ Accelerate weeding of materials	Director Staff	Summer 2021
		✘ Determine collection access needs; pack collections; install shelving at interim location(s) and relocate collections	Trustees Director Staff	Ongoing
		✘ Determine technological access needs; pack technology; relocate technology	Trustees Director Staff	Ongoing
		✘ Determine programming space needs; relocate furniture	Trustees Director Staff	Ongoing
		✘ Develop and implement plan to relocate and store the collection offsite, and make it available to the public during construction	Trustees Director Staff	Ongoing

Amherst Library System
FY2022 Action Plan
Approved 1-21-21

	v.	Begin Construction	Trustees Director Staff	Sep-22
B.	Address Branch Library facility needs as detailed in Branch <i>Action Plans</i> .		Trustees Director Staff	FY22
C.	Update Disaster Plan		Trustees Director Staff	FY22

3. Provide relevant, quality materials, programs and services to our patrons

A.	Using insights and resources provided by the staff Antiracism and Equity Collective and the Town's Core Equity Team, ensure the collections, programs and services reflect the diversity of the community		Trustees Director Staff	Ongoing
B.	Evaluate, develop, and promote collections, print as well as digital		Director Staff	Ongoing
	i.	Adapt as needed during the Pandemic	Trustees Director Staff	FY22
		x Increase Readers Advisory services by continuing and growing the Jones Book-of-the-Month Club	Director Staff	FY22
		x Evaluate, develop, and promote programs and services for operations outside the building and within the community	Director Staff	FY22
	ii.	When the pandemic recedes, reassess patron interest in various formats to determine if needs have changed	Director Staff	FY22
	iii.	Establish permanent display area for "Popular in Amherst" books (i.e., books we have multiple copies of that are no longer in the "New Section" but remain very popular)	Director Staff	FY22
	iv.	Continue to evaluate holdings to match current and future space and needs	Director Staff	FY22
C.	Work with CW MARS to improve ILS Software		Director Staff	Ongoing
D.	Digitize and preserve appropriate collections within Special Collections		Director 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
F.	Continue to develop and expand online programming		Director Staff	Ongoing

**Amherst Library System
FY2022 Action Plan
Approved 1-21-21**

4. Maintain exceptional customer service by recruiting and retaining outstanding Library personnel

A.	Ensure Library personnel reflect the diversity of the community	Trustees Director Staff	Ongoing
B.	Conduct annual reviews for all staff, including the Library Director	Trustees Director Staff	Ongoing
C.	Encourage collaboration between Library Departments	Director Staff	Ongoing
D.	Provide cross-training between Library Departments	Director Staff	Ongoing
E.	Provide supervisory training	Director Staff	Ongoing
F.	Provide ample opportunity for technological training and staff development	Director Staff	Ongoing

5. Increase and enhance communication efforts through social media, an interactive website, traditional media, and other means

A.	Promote Library services/programs using social media as well as traditional media	Trustees Director Staff	Ongoing
B.	Engage patrons with website	Director Staff	Ongoing
C.	Attend and initiate community events	Trustees Director Staff	Ongoing
D.	Continue to expand the Homebound Program	Director 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

6. Expand funding through the Town of Amherst's appropriations, Capital Fund, Planned Giving program, Sammys and new innovative resources

A.	Request increased Town appropriation/JCPC/CPAC funds	Trustees Director Staff	Annually
B.	Support the Friends of the Jones Library System and continue working with the Friends in its fundraising activities	Trustees Director Staff	Ongoing
C.	Continue to work with the Friends of the Jones Library System to develop and implement a Capital Campaign	Trustees Director Staff	Ongoing

Amherst Library System
FY2022 Action Plan
Approved 1-21-21

D.	Re-establish a Planned Giving program	Trustees Director	FY22
E.	Consider the role of the staff in the implementation of the Sammys, and continue to evaluate and improve the Sammys so as to generate excitement and support for the Library's Development program	Trustees Director Staff	FY22
F.	Research and create innovative funding sources	Trustees Director Staff	Ongoing
G.	Expand corporate and foundation donations	Trustees Director Staff	Ongoing
H.	Advocate for increased State Aid with legislators	Trustees Director Staff	Ongoing

7. Offer and promote innovative, reliable, and proven technologies to both staff and patrons

A.	Develop a plan to guide the strategic choice and successful implementation of technology for staff and patrons	Director Staff	Ongoing
B.	Request additional Town Information Technology (IT) appropriation	Trustees Director Staff	Annually
C.	Implement plan for the installation of Radio Frequency Identification (RFID) technology	Trustees Director Staff	FY22
D.	Implement plan for the installation of an Automated Materials Handling System	Trustees Director Staff	FY22

8. Honor Amherst's rich history through preservation, sharing, and promotion of the Special Collections

A.	Preserve Special Collections materials	Director Staff	Ongoing
B.	Promote Special Collections Department	Trustees Director Staff	Ongoing
C.	Provide digital access to Special Collections materials	Director Staff	Ongoing
D.	Continue to add to the Special Collections' collections	Director Staff	Ongoing

9. Advocate with local, state, and federal legislators regarding the importance of library funding

Trustees Director Staff	Ongoing
-------------------------------	---------