

Erving Public Library, Erving, MA Barbara Friedman, barbara.friedman@erving-ma.gov Please note that the email has changed and that Erving will have a new director before July 2020. In any correspondence, please cc the generic email library@erving-ma.gov	FY21
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Objectives	Actions	Timeframe for Activity	By Whom (optional)
I: Maintain and promote services through action, advocacy and listening to users needs			
I:A Seek strong local, state and federal support for all Library functions	Action! Attend all meetings related to funding, including Town Meetings, Library Legislative Days, Western Massachusetts Library Advocates, MBLC, MLIS, etc.	July '20 to June '21	Trustees and Library Director
I:B Market the Library	Action! Write articles for the Around Town promoting services and programs, write press releases for the local newspapers and radio, use Facebook and other social media opportunities.	July '20 to June '21	Library Director
I:C. Adhere to all requirements for State Aid to Libraries to guarantee ongoing state support.	Problem: With a larger budget due to the hiring of a full time director, etc. in a new library, materials budget of 20% will be the largest in the history of the library. Action! Add more digital resources, magazines subscriptions, public access computers if needed, graphic novels, and pay close attention to new user needs anticipated in the new library and maintain proper percentage of budget.	July '20 to June '21 Strategic Planning: July '20 to September '20 December 2020 Submit Long Range Plan for 2021 to 2025 to MBLC and Action Plan for 2021	Library Director
I:D. Seek additional private funding when available with the objective to establish endowment (trust fund)	Problem: Erving Public Library has never had an endowment or any trust funds. Action! Explore additional funding sources through foundations and individuals.	Ongoing	Trustees Library Director

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II: Provide computer/internet access, training and programming opportunities for all while providing up-to-date equipment in a safe and secure environment with excellent connectivity for staff and patrons throughout the building and beyond during open and closed hours.			
II:A Make the new Makerspace truly a space for all to explore, create and learn.	Problem: New space, limited supplies and equipment. Action! Apply for LSTA funding. Erving has offered crafting and coding for many years, but in the new library with a dedicated space, funding a true Makerspace with coding tools, 3-D printers, Ellis Die-cuts, Cricket Machine, hammers, routers, glue-guns, robots, etc. are needed.	If successful grant, implementation begins in September 2020	Library staff in cooperation with the Friends of the Library and federal funding from LSTA through MBLC
II:B.Evaluate technology needs in the new library	Action! listen to patrons and staff comments to evaluate current Internet access with emphasis on cost and accessibility. In a new library, the needs of patrons may change and provide the need for new devices and programs.	December 2020	Library Director; Staff Trustees
II:C Evaluate computer security	Problem: New systems may require new software or other security measures. Action! Hire a specialist to evaluate both the staff and patron systems.	July '20 to June '21	Library Director; Town IT and Administrator
II:D Help all patrons use public and personal devices	Problem: Computer training for all ages and at all levels is still a need in Erving. Action! Give staff time to train on systems; provide excellent one-on-one tutoring when needed and offer group sessions at least twice per year on use of Apple and PC computers in the library, iphone, ipad, kindle, android devices, etc.	July '20 to June '21	Library Director, Library Staff, Hire Assistance as needed

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II: Continued			
II:E Educate the public on digital resources	<p>Problem: All residents, even tech savvy ones are not always aware of the many digital resources provided by the Library.</p> <p>Action! Staff training and outreach to the community to make residents aware of the resources provided online to them. C/W MARS online Catalog, Commonwealth Catalog, Digital Commonwealth, Statewide Databases, Hoopla, Newsbank, BPL resources, Overdrive (Libby), Freegal, Wowbrary, Facebook, Twitter, Google, Word, Excel, Powerpoint are still misunderstood by many library users. Others are not aware of these resources.</p>	September 2020- Start with new school year, inform teachers, students and use social media and other outreach	Library Staff, Use resources provided by MBLC, MLS, C/W MARS and companies that provide free publicity handouts.

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III: Provide programming in cooperation with the Friends of the Library and other Town departments to provide opportunities to learn, explore and be entertained.			
III:A Sumer Reading 2020 Implementation	Action! Provide a summer experience for all ages in the new library based on the 2020 Summer Library Slogan: Imagine Your Story: The theme for all programs: Fairy Tales, Mythology and Fantasy. Planning for some programs has already been put in place in 2019.	June through August 2020	Library Director and Library Staff and Friends of the Erving Library with assistance from MBLC, MLS, ECC and local businesses and individuals
III: B Summer Reading 2021 Planning	Action! Plan 2021 Summer Library Program with the Slogan: Tails and Tales The theme for all programs: Animals and Stories Apply for funding from ECC and Friends of the Erving Library and other sources. Plan for all ages within the library and outreach to other venues.	October 2020	Library Director and Library Staff and Friends of the Erving Library with assistance from MBLC, MLS, ECC and local businesses and individuals
III:C General Programming for adults and children	Action! Offer at least one program each month including, but not limited to book discussions, authors, musicians, topical speakers,	July 2020 to June 2021	Library Director and Library Staff and Friends of the Erving Library
III:D Craft programming in Makerspace Room	Action! Offer monthly opportunity for adults and teens to create with instruction from crafters. Support Friends efforts by advertising and taking sign-ups.	July 2020 to June 2021	Friends of the Library in cooperation with Library Staff
III:E STEAM programming in Makerspace Room	Action! Offer weekly or monthly opportunities on school half days for children to experience hands-on science, technology, engineering, the arts and math.	July 2020 to June 2021	Library Staff

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IV: Provide opportunities for continuing education for the staff			
IV:A Establish guidelines for professional development and compensation	Action! FY21 budget includes new line item for professional development. Trustees will establish policy to align with Town's personnel policy.	July 2020	Trustees
IV:B Attend library agency and required town meetings	Action! The director and/or staff will attend meetings, conferences, webcasts and/or workshops sponsored by the Massachusetts Library System, the Massachusetts Board of Library Commissioners and the Central/Western Massachusetts Automated Resource Sharing network (C/W MARS) and the Director will attend Department Head Meetings.	July 2020 to June 2021	Staff Library Director
Objective V: Cooperate with other libraries, town departments, residents to maximize resources and programming possibilities			
V:A Participate in cooperative development and resources with other libraries	Action! Meet on a regular basis with librarians from 13 small towns, who meet to share resources, grants, etc. as a group known as <i>libraries in the woods</i> .	July 2020 to June 2021	Library Director and Directors of 12 other libraries within 25 miles, includes all District #28 libraries
V:B Offer cooperative programming	Action! Provide space, advertising, participation and enthusiasm for the programs offered with the directors of <i>libraries in the woods</i> .	Programming continues in FY19	Library Director and Directors of 12 other libraries within 25 miles, includes all District #28 libraries
V:C Offer assistance to the Friends of the Library	Action! Offer support for programs, fundraising efforts and advocacy for the library by being informed and working in cooperation.	Ongoing	Trustees, Library Director, Friends President
V:D Work in cooperation with other departments, local agencies, etc.	Action! Extend invitations to department heads, local agencies, professional groups, etc. to use the new library and promote cooperation within the region.	Ongoing	Trustees, Library Director, Friends President

Objectives	Actions	Timeframe for Activity	By Whom (optional)
VI: Maintain traditional library services			
VI:A General Services: Administration	Action: Maintain services and document changes during transition to new administration in new building.	Ongoing	Director, Trustees, Friends of the Library
VI: B General Services: Collection Development	Action! the staff will continue to order, weed and maintain a collection that reflects patron needs and build a balanced collection. Ongoing weeding is an important element of keeping the collection fresh.	Ongoing	Director, Staff, and input from library users
VII: Planning, Policy and Procedure Discussions for Long Range Plan			
VII: A Strategic Planning	Action! Hold focus groups, interview staff, research new approaches to librarianship. A 2021 Strategic Plan must be written and approved by Trustees by December 1, 2020.	Start July 2020-November 2020 Submit December 1, 2020	Library users Trustees Director Consultant if necessary
VII:B Business, Collaboration (Study)Room and Meeting Room Policy Review	Action! The Trustees will review the current policy after six months of operation to make sure that it is working well.	December 2020	Trustees Director Staff
VII: C Maintenance	Action! The Library Director will work with the maintenance crew to keep the new building looking new and suggest low cost repairs when necessary and recommend any major policy or procedure changes to the Trustees.	Ongoing and hours subject for review in December 2020	Director, Trustees, Staff, Maintenance Crew
VII: D Hours	Action! A review of open hours in the new building to determine if Sunday through Thursday 1-7 is optimal service.	September 2020	Director Staff Trustees Review User input

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VIII: F Consumer Information	Action! The Library Director will review the present selection of periodicals, pamphlets and databases to match demand and publicize any changes.	Ongoing	Director
VIII:G General Information Provided through the the website	Action! The Library Director will update the Library section of the Town Website as needed.	Monthly	Director Assistance from: Town Administrator Webmaster
IX: A Customer Service	Action! The Library Director will find ways to determine whether the staff is: 1. Responding to patron requests 2. Actively listening to patrons 3. Participation of staff in community events. Annual evaluation in August with bi-annual updates when necessary as required by the Town. Training if necessary.	August 2020 April 2021	Director
X:A Local History	Action! Evaluate the Traversari Collection for content, preservation, public use and possible future digitization to add to Erving's presence on the Digital Commonwealth. Promote collection in new location through groups interested in history and genealogy.	As time permits	Director, Friends of the Library, Historical Commission, Researchers, etc.