

OUR SHARED SENSE OF THE FUTURE

WATERTOWN FREE PUBLIC LIBRARY LONG RANGE PLAN FY07 – FY11

JUNE 2005

SUMMARY

MISSION STATEMENT

Watertown Free Public Library holds a unique place in our community.

Our Library offers:

- a place to meet and connect
- a place to learn and stay informed
- a place celebrate and enjoy diversity
- a place to explore ideas and appreciate their creators
- a place to preserve and promote our community's history.

It welcomes and serves all people.

From this Mission Statement flow the Library's goals for the next 5 years.

The first goal is most important. The remaining six are of equal importance.

Goal I

Our Library provides opportunities to meet and interact in positive, meaningful ways, in a welcoming, supportive environment.

Goal II

Our Library provides our community with the information and materials it needs and wants.

Goal III

Our Library understands an individual's need for continual self-development and provides the means for this personal growth. Our Library supports all forms of learning.

Goal IV

Our Library provides equal access to information. It provides technologically current access to information. Our Library teaches how to use and evaluate information sources.

Goal V

Our Library collects, organizes and disseminates information about the community.

Goal VI

Our Library offers individuals and families who are not native English speakers the resources to improve their English literacy skills. Our Library provides life skills resources to people with disabilities and to those who lack a high school education.

Goal VII

Our Library celebrates our rich cultural diversity and historical heritage and creates opportunities for sharing them with our community.

INTRODUCTION

The planning process that culminated in this Long Range Plan document began in February 2005. A fifteen-member committee met on February 16, March 21 and April 26, 2005 for lengthy discussions and exercises to determine community needs and the Library's role in filling them.

Committee members include:

Library Trustees—Chair Lucia Mastrangelo

Ann Bloom, Kathy Button, Michael Hanlon, Gracemarie LeBlanc and Raya Stern

Library Administration—Director Leone Cole, Assistant Director Beverly Shank

Library Staff—Children's Services Supervisor Elaine Garnache

Children's Librarian Julie Roach

Teen Services Supervisor Carey Conkey-Finn

Adult Services Supervisor Kathy Quinlan

Community Representatives—Roberta Altamari, Home schooling parent and advisor to Junior Friends of the Library

Rev. Michael Clark, St. John's Methodist Church

Kathy Diamond, Project Literacy tutor and Book Group member

Maureen Kontaxis, Library Senior Volunteer

Susan Musinsky, Hosmer School parent

Committee members imagined an ideal community for Watertown in the year 2015 and listed the elements that contributed to this ideal. Then they listed the requirements needed to reach the ideal. The Library has resources and roles to address certain of these requirements in either a leadership or supportive capacity. This view helped staff fashion a mission statement and determine the Library service responses. Principally, we have defined the Library as a place for all to meet and connect in a meaningful way.

Between the committee meetings, various groups from the staff reviewed the progress and made valuable suggestions about the Long Range Plan. All staff attended the March 11 discussion of appropriate roles for the Library and the early May discussions of department activities to meet our goals and objectives. Committee members and Trustees reviewed the first draft of the Long Range Plan at the June 7, 2005 Trustee meeting. Trustees approved the Plan at their July 5, 2005 meeting. The final Plan will be submitted to the Massachusetts Board of Library Commissioners in October 2005.

GOALS AND OBJECTIVES

Watertown Free Public Library:

GOAL I

- **provides opportunities to meet and interact in positive, meaningful ways, in a welcoming, supportive environment.**

- Objective 1
By FY07 the Trustees will adopt updated policies and procedures for use of the new building and its community spaces.
- Activity 1—The Administration will incorporate calendar and online room booking options into the Library’s web portal design.

- Objective 2
In FY07 public service departments will develop and publicize 3 programs that encourage connection and discussion and recognize the library’s role as a meeting place for the community.
- Activity 1—The Gallery will host monthly exhibits and receptions.
- Activity 2—Adult and Children’s Services will develop simultaneous programming for children and mothers during story times..
- Activity 3—Teen Services will form a Teen Advisory Group for planning.
- Activity 4---Teen Services will sponsor quarterly breakfasts for teen agencies.

- Objective 3
To ensure excellent customer service, the Library will provide opportunities for staff development on an annual basis.
- Activity 1—The Administration will schedule annual performance evaluations of all staff and quarterly department meetings.
- Activity 2—The Administration will support staff training and attendance at professional conferences.
- Activity 3—The Library will plan an annual Staff Day
- Activity 4--The Library will support staff communication through regular Department Head meetings, email, intranet, an internal staff calendar, and interest directory etc.

- Objective 4
The Administration will consistently maintain a clean, safe, attractive, accessible, and service oriented environment in the new building.
- Activity 1—The Administration will support high quality library services through budget development and management consistent with state and municipal requirements and through integration of the MUNIS fiscal system into library operations.

- Activity 2—The Administration will review custodial schedules, procedures and equipment annually.

GOAL II

- **provides our community with the information and materials it needs and wants.**
- Objective 1
In FY07 and FY08 the library will increase overall circulation by 10%.
- Activity 1—All departments will use the Triple I reports system and Purchase Alert to assess collections.
- Activity 2—The Library will review annually reserve fulfilment and timely materials acquisition and processing.
- Activity 3—The Library will develop a regular and active display cycle to market new and featured materials in all departments,
- Activity 4---In FY07 the Library will feature clear, attractive and appropriate signage throughout the new building.
- Objective 2
By FY09 the library will offer information or materials in 2 new formats
- Activity 1—In FY07 the Library will offer downloadable audiobooks.
- Activity 2—From FY07-FY11 the Library will expand service possibilities through means such as Instant Messaging, use of MP3s, handhelds and wireless.
- Activity 3—The Administration will provide public and staff with information and training in use of new formats.

GOAL III –Part I

- **understands an individual’s need for continual self-development and provides the means for this personal growth.**
- Objective 1
Each year departments will target areas of the collection for circulation increase, based on use, interest surveys and statistics.
- Activity 1—By FY08 departments will design a print and online survey to determine customer subject and format preferences and collection needs.
- Activity 2—Departments will coordinate their individual collection development and use—i.e. children’s /teen reference materials and cross training, Project Literacy, teen/adult reader’s advisory and adult fiction suitable for teens.

GOAL III –Part 2

- **supports all forms of learning.**
- Objective 1
From September to June, the library will schedule a weekly day time program directed to home schoolers and students.
- Activity 1—Teen Services will offer a biweekly book discussion group for home schoolers.
- Activity 2—In FY 07 Children’s Services will form a home schooler focus group to discuss what services the library can provide.
- Objective 2
From FY07-FY11 Children’s and Teen Services will explore ways to reach tweens and upper elementary school aged children.
- Activity 1—One children’s librarian will coordinate services to this underserved population.

GOAL IV—Part 1

- **provides equal access to information.**
- Objective 1
During FY07-FY08 the Library will review its staffing and schedules to fit customer needs in the new building.
- Activity 1—The Library will explore year round Saturday all day and Sunday afternoon opening.
- Activity 2—The Administration, Children’s and Circulation Services will review circulation needs and services in the new building, including staffing, self check out, placement of returns, reserve shelving, etc.
- Objective 2
In FY07-FY08 the Library will enhance service to groups not regularly using the Library.
- Activity 1— Teen Services will schedule regular visits by students from Perkins and local residential programs.
- Activity 2— Children’s Services will develop a Primary Source contact.
- Activity 3— The Library will design maps and tours, in real and virtual formats, for customer groups. Project Literacy will schedule one Open House per year.
- Activity 4—By FY09 Adult Services will explore a regular schedule of expanded service delivery to seniors, including transportation to the library, home delivery, books by mail, programming at elderly housing.

GOAL IV—Part 2

- **provides technologically current access to information.**

- Objective 1
From FY07-FY11 the Library will implement a phased plan to upgrade its assistive technology.
- Activity 1—The Library will review its web portal for accessibility to all users.
- Activity 2—The Library will offer staff and the public training and refresher sessions on special technology.

- Objective 2
From FY07-FY11 the Library will develop and implement a technology plan to provide state-of-the-art resources to customers and staff.
- Activity 1—In FY07 the Library will offer wireless capability in specific areas of the new building, including the Friends' café.
- Activity 2—In FY07-FY08 the Administration will develop staffing to support technology planning and maintenance.

GOAL IV—Part 3

- **teaches how to use and evaluate information sources.**

- Objective 1
From FY07-FY11 each public service department will offer regularly scheduled sessions on new Library resources, including those of the Minuteman Library Network.
- Activity 1—Children's Services will offer monthly Internet classes for kids and their parents.

GOAL V

- **collects, organizes and disseminates information about the community.**

- Objective 1
By FY08 the Library will develop a new plan to gather community information and assess its use.
- Activity 1—The Library will maintain community bulletin boards within the library and through its web portal and develop clear procedures for listings.
- Activity 2—Adult Services will update the Minuteman Library Network Community Information database with new agency listings.

- Objective 2
By FY08 the Library will develop a comprehensive public relations plan.

- Activity 1—To develop a Library “brand”, the Library will review its logo, flyers, stationery, portal, etc. for image consistency and appropriate distribution.
- Activity 2—By FY08 the Library will have a re-designed web portal that includes phased-in features from its “wish list “and content updating by departments.
- Activity 3—By FY07 the Administration will develop a professional job description for a permanent part time Library PR position.

GOAL VI—Part 1

- **offers individuals and families who are not native English speakers the resources to improve their English literacy skills.**
- Objective 1
By FY10 Project Literacy will increase its number of tutors by 25%.
- Activity 1—The Administration and Project Literacy will develop the job description for a permanent part time clerical Volunteer Coordinator to support increased tutor recruitment and training and more tutor/student sessions in the new library.
- Objective 2
From FY07—FY11 Project Literacy will develop more interdepartmental programs for its students.
- Activity 1—The Library will provide web portal information, signage and flyers in Spanish using Project Literacy clients as translators.
- Objective 3
By FY08 the Library will co-sponsor regular family literacy programs.
- Activity 1—Children’s Services and Project Literacy will co-sponsor programs with Watertown Family Network.
- Activity 2—Teen Services will develop a program with the Watertown High School ESL group.

GOAL VI—Part 2

- **provides life skills resources to people with disabilities and to those who lack a high school education.**
- Objective 1
In FY07-FY08 the Library will expand its ABE collection by 10%.
- Activity 1—Project Literacy will assess the ABE collection using Triple I reports and will increase purchasing in needed areas.
- Activity 2—Project Literacy will serve as a clearinghouse for GED information and program referral.

GOAL VII

- **celebrates our rich cultural diversity and historical heritage and creates opportunities for sharing them with our community.**

- Objective 1
From FY07-FY11 the Library will offer diversity training to all staff members.
- Activity 1—Staff Days will regularly include diversity awareness sessions.
- Activity 2—Staff will learn basic phrases in Watertown’s Community Languages.

- Objective 2
From FY07-FY11 the Library will collaborate with 3 agencies to present aspects of Watertown’s diversity to the community.
- Activity 1—In FY08 the Library will explore a collaborative heritage series with the new Arts Center.
- Activity 2---In FY07 Adult Services will introduce its new local history room with a lecture series co-sponsored with local agencies of similar interest.

- Objective 3
In FY08 circulation of Community Language materials will increase 10%.
- Activity 1—Children’s Services will buy 5 new Braille books and will explore the availability of large type children’s titles.
- Activity 2—By FY07 Adult Services will buy up-to-date dictionaries in all Community Languages.
- Activity 3—In FY09 Adult Services will assess the Community Language collection for usage changes based on different languages, subjects and formats.

- Objective 4
By FY08 the Library will develop a collection development plan for local history resources.
- Activity 1—Adult Services will assess the overall local history collection for condition, subject coverage, usage and needs.