

Amesbury Public Library Action Plan

FY24

Task Owner

Goal A: ESTABLISH THE LIBRARY AS A CENTER FOR LEARNING, ENRICHMENT, AND JOY

Objective A.1: Improve access to our collections and programs.

Strategy A.1.1: Develop access tools and services for identified areas of need in the community.

Create resource station for kids/teens about mental health, services, and news.	CD
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Strategy A.1.2: Provide adult programming opportunities for lifelong learning, literacy, and cultural exploration.

Increase part time reference librarian position to full time to support adult programming.	AW
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Strategy A.1.3: Improve the cataloging and classification of all collections across disparate media.

Weed nonfiction collections with goal of standardizing classification.	SS/CD
Seek funding for part time tech services assistant position.	AW

Objective A.2: Foster interest in the history and culture of Amesbury.

Strategy A.2.1: Increase awareness of and access to the Local History Collection

Re-house Rocky Hill Meeting House collection into appropriate preservation housing.	MF
Create wayfinding tools to navigate local history ready reference and archives ready reference collections.	MF

Strategy A.3.1: Expand our collaboration with area cultural heritage and history organizations.

Apply for MHC grant for additional historical survey inventories in coordination with the Amesbury Historical Commission and	MF
Establish exhibition program for Cultural Center space and launch biannual exhibitions.	MF

Objective A.3: Connect our community to learning opportunities with a robust assortment of technology tools.

Strategy A.3.1: Provide modern technology that supports varying levels of technology literacy.

Develop a technology plan that includes replacement schedules and allows for implementation of emerging technologies.	AW
Implement a print management solution for public computers.	AW
Engage a consultant to perform a useability study of the website involving staff and the public.	AW

Strategy A.3.2: Improve the digital and IT infrastructure for the Local History Collection.

Objective A.4: Facilitate civic education and understanding.

Strategy A.4.1: Collaborate with City Clerk's office and City Departments on municipal records management.

Head of Archives present at Leadership meeting for basic overview of permanent records.	MF
Reorganize the ready reference municipal records section.	SS

Strategy A.4.2: Increase civic understanding through programming and outreach.

Host a program that is an introduction to municipal government.	SS
Head of Archives will research and present findings on website related to indigenous people and first nation communities.	MF

Goal B: INCREASE AWARENESS OF THE LIBRARY'S VALUE

Objective B.1: Become a community hub for information.

Strategy B.1.1: Create physical spaces that foster connection.

Assess Community Bulletin Board with eye to expand in formalized way.	SS/CD
Get to know the staff series on social media.	SS
Establish a patron suggestion box or alternative for anonymous feedback.	AW
Evaluate banner use in Market Square and promote library as appropriate.	CD

Strategy B.1.2: Expand use and variety of digital tools to share content.

Explore new program scheduling software for improved user experience and reporting.	SS
Establish cross promotion workflow with City's Communication Director.	AW
Finalize social media policy.	AW
Promote each database with at least one piece of collateral.	SS/CD

Objective B.2: Recognize diverse voices in our feedback loops and seek out varied viewpoints.

Strategy B.2.1: Embed diversity, equity, and inclusion in all we do.

Provide DEI training for staff.	AW
Staff will review every display to ensure diverse authors are included.	SS/CD
Find community members who are fluent in Brazilian Portuguese willing to offer translation services.	AW
Research language learning options to learn Brazilian Portuguese.	AW

Strategy B.2.2: Provide developmentally appropriate programs and services for teens and tweens.

Form teen advisory board.	CD
Provide training for YS staff in developmental stages of tweens/teens	CD

Strategy B.2.3: Collaborate with communities that are underrepresented in the archives and Local History Collection to preserve, access, and share their histories.

Objective B.3: Collaborate with community members and organizations to create programs that support the community's interests and needs.

Strategy B.3.1: Collaborate with the Merrimack Valley Library Consortium (MVLC) to implement inclusive and rigorous collection development efforts.

Consider diversity in current purchases and encourage cross share among collection developers.	SS/CD
Establish parameters for future diversity audit.	SS/CD

Strategy B.3.2: Create welcoming and functional spaces in our building that accommodate informal gatherings.

Increase electrical outlets and charging stations.	AW
Hire a service to provide and maintain plants inside the library.	AW

Strategy B.3.3: Formalize outreach relationships with educators and community groups.

Offer primary source educational resources for middle school social studies from Local History collections.	MF
Invite school resource officers for tour of library.	CD/AW
Director to present at Rotary, Lions, Chamber, user groups annually.	AW

	Update educator resource information each year and distribute.	CD
	Create modern brochure about the library.	SS
	Attend monthly Chamber meetings and Tourism meetings.	AW

Strategy B.3.4: Work with first responders and social services groups to provide compassionate intervention and social support programs and services

	Reach out to social service providers in Amesbury to get collateral for display in library.	SS
	Promote the institutional card benefits to local organizations.	SS

Goal C: INVEST IN OUR TEAM, WORKFLOWS, AND INFRASTRUCTURE

Objective C.1: Strengthen culture of learning, collegiality, and service.

Strategy C.1.1: Support staff at all career levels with training and mentoring.

	Director creates and presents library budget book to staff to increase level of knowledge of the budgeting process.	AW
	Reintroduce all staff meetings on a quarterly basis.	AW
	Cross train staff to be able to provide coverage across circulation and youth service desks.	SS/CD

Strategy C.1.2: Provide relevant staff development opportunities.

	Provide funding for all MLIS staff to have at least one membership to a state/regional professional organization.	AW
	Staff will attend consortium meetings specific to their roles and disseminate relevant information to other staff as needed.	AW
	Reintroduce biannual staff development days (Mar/Sept).	AW
	Work with other MVLC libraries to offer job shadowing opportunities to all staff.	SS/CD

Strategy C.1.3: Assess staffing levels and compensation packages for parity with peer libraries.

	Assess compensation package for administrators to ensure competitive benefits to retain high quality leadership.	AW
	Work with City HR and Union to review performance evaluation process.	AW/CD

Strategy C.1.4: Draw on the community to build Library volunteer and internship programs.

Objective C.2: Prioritize operational and financial sustainability.

Strategy C.2.1: Develop a plan for applying for grant funding.

	Create internal grant tracking system to document deadlines.	AW
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Strategy C.2.2: Ensure policies and procedures align with our values.

	Create review schedule to keep existing public desk manuals up to date.	SS/CD
	Review and update current policies with the Board of Trustees.	AW
	Create formal policy review schedule.	AW

Goal D: ACTIVATE OUR COMMUNITY OF SUPPORT

Objective D.1: Ensure the Board of Trustees has the tools and resources it needs to excel.

Strategy D.1.1: Align Board activities with the Library's strategic goals.

	Invite the state Trustee representative to do an in-person training for the Board of Trustees.	AW
	Board of Trustees will advocate directly to local and State elected officials regarding building needs and Library funding.	AW
	Assess Trustee meeting format to ensure adherence to open meeting law and records retention.	AW

Strategy D.1.2: Provide opportunities for Trustees to apply their professional expertise to their Board roles.

	Offer an annual open house for Trustees to meet the community.	AW
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Objective D.2: Ensure the Friends of the Library group has the tools and resources it needs to support Library programs and initiatives.

Strategy D.2.1: Clearly and consistently communicate Library goals and priorities to the Friends' Board.

	Create a one-on-one meeting schedule with Friends President for regular meetings outside of monthly meetings.	AW
	Formalize funding and budget process to set annual programming budget.	AW

Strategy D.2.2: Support the Friends' fundraising efforts.

	Director and Friend's President will create an FAQ resource for front line staff.	AW
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Objective D.3: Expand and strengthen the Library's charitable giving program.

Strategy D.3.1: Cultivate relationships that will increase major gifts and bequests to the Library.

Strategy D.3.2: Promote the Amesbury Public Library Charitable Trust.

	Create internal tracking system of projects funded by APLCT.	AW
	Establish regular meeting schedule with APLCT trustees and senior staff.	MF
	Develop regular schedule for announcing annual APLCT project support to local press and on social media outlets.	MF

Goal E: ENSURE OUR BUILDING AND FACILITIES MEET OUR COMMUNITY'S NEEDS

Objective E.1: Develop a holistic and sustainable approach to building management.

Strategy E.1.1: Revitalize the building preservation program.

	Apply for listing on the National Register of Historic Places.	MF
	Install a climate control solution for archives and special collections storage.	MF
	Update Long Range Preservation Plan.	MF

Strategy E.1.2: Develop a multi-year Building Master Plan emphasizing accessibility.

	Gather all existing facility reports and relevant documentation.	AW/MF
	Develop project scope in conjunction with Board of Trustees.	AW/MF
	Engage an architectural firm.	AW/MF

Strategy E.1.3: Improve signage and wayfinding throughout the facility.

	Work with a contractor to complete a sign audit.	AW
	Engage a native Brazilian Portuguese speaker to provide translations to create bilingual signs for existing wayfinding and room usage signs.	AW

Objective E.2: Improve facilities management.

Strategy E.2.1: Expand staffing for facility and preservation projects.

	Seek funding for facilities position in operating budget.	AW
	Include a preservation update twice annual in local history newsletter.	MF

Strategy E.2.2: Establish clear documentation and tracking tools to manage the facility and grounds effectively.

	Create procedure for tracking facility issues internally as related to SeeClickFix.	AW
	Implement tool for staff reporting of facilities issues.	AW