

Billerica Public Library, Billerica, MA	FY2024
Joe St. Germain, jstgermain@billericalibrary.org	

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**Goal I. Collections: The library will build and maintain print, electronic, and object collections that both serve the intellectual, recreational, and practical needs of the community as well as represent the varied interests and diverse backgrounds of the community.**

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Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Keep materials budget allocations aligned to patron usage, current interest, and format popularity.	1. Evaluate e-resource offerings based on cost and usage and replace unpopular e-resources with new offerings.	FY24	Assistant Library Director
<b>Objective 2:</b> Continue implementation of the library-wide collection maintenance schedule, ensuring that all of the library's collections are evaluated, weeded, and updated on an annual basis.	1. Develop and implement a method of using an iPad and mobile scanner to inventory areas of the collection without requiring that items be removed from shelves.	FY24	Technical Services Staff
	2. Evaluate, weed, and update collections according to the collection maintenance schedule.	Ongoing	Selectors
	3. Develop and implement a quality control procedure as part of the processing procedure for all new collection materials.	Ongoing	Circulation Staff and Technical Services Staff
	4. Regularly evaluate the condition of borrowed materials and notify relevant selectors of items that are in need of discard or replacement.	Ongoing	Circulation Staff
<b>Objective 3:</b> Purposefully develop library collections that are relevant, useful, accurate, and matched to the community's interests and needs in accordance with the Material Selection Policy and the Local History Room Policy.	1. Establish, implement, and refine a robust standing order program for the Adult Non-Fiction collection and create a process for managing the receipt of these materials.	Ongoing	Technical Services Staff

	2. Work toward building and developing a multilingual collection of books for middle school students that speak Spanish or Portuguese.	Ongoing	Teen Librarian and Technical Services Staff
	3. Choose 10-15 specialized kits to review and add back into the Children's collection.	Ongoing	Children's Staff
	4. Continue curating, preserving, and organizing the library's print and digital Local History collections in accordance with Local History Room Policy.	Ongoing	Reference/Local History Specialist
<b>Objective 4:</b> Increase awareness and use of the library's collections through merchandizing, book lists and series labeling.	1. Poll teens on popular topics, seek out current social media trends and review library related journal articles to create book displays, including non-fiction book displays.	Ongoing	Teen Librarian
	2. Offer book displays that highlight celebrated months like Black History Month (February), Women's History Month (March), Asian Pacific Islander Month (May), Pride Month (June), and Hispanic Heritage Month (September/October).	Ongoing	Youth Services, Circulation, and Reference Staff
	3. Develop displays that highlight the availability of Inspire Boxes, Kindles, Library of Things items, and specific collections.	Ongoing	Circulation Staff
	4. Identify and label materials that comprise popular series to improve browsing and discovery.	Ongoing	Circulation Staff and Selectors
	5. Continue and expand the practice of adding read-alike bookmarks to be placed in books.	Ongoing	Circulation Staff

	6. Explore the possibility of expanding the use of genre stickers to make browsing adult materials easier.	FY24	Circulation Staff, Selectors, and Technical Services Staff
<b>Objective 5:</b> Explore new ways to expand access and discovery of library collection materials.	1. Work with various library departments to coordinate and execute ideas to cross-promote areas of the collection.	Ongoing	Technical Services, Reference, and Youth Services Staff
	2. Explore and identify new methods for improving collection access, including purchasing duplicate copies for different areas of the collection.	Ongoing	Technical Services Staff and Selectors
	3. Add and maintain OPAC links to existing digitized copies for titles in the public domain, especially Local History titles.	Ongoing	Technical Services Staff and Reference/Local History Specialist
	4. Look into alternative options for hosting and improving access to the library's digital Local History collections.	FY24	Assistant Library Director, Supervisor of Technology Services, and Reference/Local History Specialist
	5. Develop discovery tools to facilitate access to and awareness of Local History items housed at the Howe School and at the library.	Ongoing	Reference/Local History Specialist, Technical Services Staff, Assistant Library Director

**Goal II: Services: The library will provide friendly, convenient, and responsive instructional, reference, readers' advisory, and borrowing services, while ensuring staff receive proper training to provide these services and while working with the Library Board of Trustees to develop and refine policies for these services.**

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Develop opportunities for meaningful staff development, engagement, and evaluation.	1. Continue holding regular staff meetings to provide staff with opportunities to collaborate and discuss new ideas and initiatives.	Ongoing	Library Director
	2. Work with Department Heads to develop annual department goals to guide their department's collective work and measure their progress.	FY24	Library Director and Department Heads
	3. Identify and offer at least one synchronous or one asynchronous staff development training session.	FY24	Library Director and Assistant Library Director
<b>Objective 2:</b> Provide excellent, knowledgeable, and unbiased borrowing, readers' advisory, and reference services to patrons.	1. Make sure that staff are well-trained in library policies and procedures surrounding borrowing and readers' advisory by developing a Circulation Handbook.	FY24	Supervisor of Circulation
	2. Encourage staff to make use of their expertise in reading trends, the library's collections, and NoveList to provide thoughtful and relevant reading suggestions.	Ongoing	Supervisor of Circulation
	3. Provide ongoing training for and communication with reference staff so they are better able to answer patron inquires about local history and genealogy.	Ongoing	Assistant Library Director and Reference/Local History Specialist
	4. Refine best practice guidance for chat/SMS reference to ensure a consistent patron experience.	FY24	Assistant Library Director

<b>Objective 3:</b> Consider new services to increase convenience and access.	1. Explore the possibility of offering self-pickup hold options for patrons, either in the building or through the implementation of outdoor lockers.	FY24	Circulation Staff and Supervisor of Technology Services
	2. Trial and possibly implement a new service in which patrons can request materials on the shelf over the phone and have them ready in 1-2 hours for pickup.	FY24	Circulation Staff
	3. Investigate the feasibility of locating and maintaining a return box somewhere else in town, such as North Billerica or Pinehurst.	FY24	Supervisor of Circulation and Library Director
<b>Objective 4:</b> Work with the Library Board of Trustees to develop new library policies and refine existing library policies as needed.	1. Regularly review existing library policies for needed updates and create new policies as needed.	FY24	Library Director and Department Heads

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**Goal III: Programs: The library will offer programs for patrons of all ages that support literacy, education, creativity, and entertainment.**

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<b>Objectives (if included in current strategic plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom</b>
<b>Objective 1:</b> Offer children's programs that foster imagination, creativity, mindfulness, STEM/STEAM, and literacy.	1. Launch story tree program, which highlights various books and authors with creative displays and activities, and switch out themes monthly.	FY24	Children's Staff
<b>Objective 2:</b> Offer teen programs that foster imagination, creativity, mindfulness, STEM/STEAM, and literacy.	1. Open up a channel of communication to the high school's club advisors so that we can collaborate with their students to present children's programs at the library.	FY24	Teen Librarian
<b>Objective 3:</b> Offer adult programs that are engaging, informative, creative, and celebrate reading.	1. Partner with community organizations and town departments to offer programs that are of particular interest to Billerica residents.	Ongoing	Reference/Community Services & Adult Programming Librarian

	2. Explore and develop craft-based programs that are both active and passive.	Ongoing	Reference/Community Services & Adult Programming Librarian and Supervisor of Technical Services
	3. Continue offering and adapting book clubs and reading programs/challenges, like author talks and Book Buzz, which cater to various reading interests.	Ongoing	Adult Program Staff
	4. Identify and host programs on topics that appeal to a variety of interests, including current events, hobbies, travel, history, art, and genealogy.	Ongoing	Reference/Community Services & Adult Programming Librarian
<b>Objective 4:</b> Experiment with offering programs at different times and in different formats to accommodate patrons' varying schedules.	1. Offer more Saturday, after-school, and evening programs for children based on demonstrated need.	Ongoing	Children's Staff
	2. Schedule programs for adults on days, evenings, weekdays, and weekends based on demonstrated interest.	Ongoing	Reference/Community Services & Adult Programming Librarian
	3. Continue to offer limited virtual, recorded, and call-in programs to expand accessibility of library programming.	FY24	Adult Program Staff
	4. Look for opportunities to present programs in high-visibility locations, especially outside the general vicinity of the library.	FY24	All Program Staff
	5. Continue exploring opportunities for collaborating with neighboring libraries on virtual programs.	FY24	Reference/Community Services & Adult Programming Librarian

**Goal IV: Spaces: The library building and grounds will be welcoming, useful, and accessible to the community and provide adequate spaces conducive to work, study, collaboration, gathering, and play.**

<b>Objectives (if included in current strategic plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom</b>
<b>Objective 1:</b> Collaborate with relevant town departments on keeping up with building and grounds maintenance requirements.	1. Make use of the ticketing system to report building issues and concerns to Facilities in a timely manner.	Ongoing	Library Director and Department Heads
	2. Work with the Facilities Department to identify and act on opportunities for making and prioritizing cosmetic improvements to the building.	FY24	Library Director and Department Heads
<b>Objective 2:</b> Reconfigure existing spaces in the Children’s Room and Teen Area for new uses.	1. Consider options for rearranging the main floor, including the Teen Area, to better accommodate programs.	FY24	Library Director, Circulation Staff, and Teen Librarian
	2. Identify and purchase furniture that will accommodate all body types.	FY24	Library Director and Department Heads

**Goal V: Technology: The library will provide access to a variety of technological devices for browsing, productivity, collaboration, research, and entertainment as well as training on how to use those devices.**

<b>Objectives (if included in current strategic plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom</b>
<b>Objective 1:</b> Improve the library’s technology infrastructure to offer enhanced services and support.	1. Work with CopyData to upgrade public printers and payment options.	FY24	Supervisor of Technology Services
	2. Research new advancements in library network management (Unifi) and develop a plan for implementation.	Ongoing	Supervisor of Technology Services

	3. Implement and manage a cloud-based system for managing in-house and lendable tablets, laptops, and devices.	Ongoing	Supervisor of Technology Services
	4. Work with staff to review website organization and content to improve both and make the website more user-friendly.	FY24	Supervisor of Technology, Library Director, and Department Heads
<b>Objective 2:</b> Evaluate and support the community's technology literacy needs and provide both group and one-on-one training in the use of technology to patrons and staff.	1. Offer group and one-on-one public technology training sessions on-site and off-site that focus on using technological devices and electronic resources available through the library.	Ongoing	Supervisor of Technology Services and Assistant Library Director
<b>Objective 3:</b> Ensure that library hardware and software is current, useful, and accessible to meet the community's needs.	1. Replace, update, and maintain the library's public PCs, public iPads, peripherals, software, and lendable technology devices according to the library's replacement schedule and vendor recommendations.	Ongoing	Supervisor of Technology Services
	2. Identify and implement accessibility tools on public PCs, public iPads, and loanable devices.	Ongoing	Supervisor of Technology Services and Assistant Library Director
	3. Regularly research and recommend technology devices to be added to the Library of Things collection and/or the library's in-house technology offerings in order to meet the community's evolving technology needs and interests.	Ongoing	Supervisor of Technology Services, Assistant Library Director, Supervisor of Circulation
<b>Objective 4:</b> Explore and implement new ways to make library technology more convenient for patrons.	1. Research, evaluate, and identify funding strategies for ways to simplify the technology borrowing experience.	FY24	Supervisor of Technology Services and Library Director



**Goal VI: Promotion and Outreach: The library will work to extend its presence in and value to the community by keeping the community informed about our offerings through creative and engaging marketing content and by regularly engaging in off-site programs and community activities.**

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Foster a strong relationship with the community.	1. Explore the feasibility of becoming a passport acceptance facility.	FY24	Library Director and Supervisor of Circulation
<b>Objective 2:</b> Keep the community aware of upcoming events, activities, services, and resources through the creation of engaging and informative marketing content.	1. Highlight one museum pass and circulation service each month to increase awareness.	Ongoing	Circulation Staff and Reference/Marketing Librarian
	2. Keep the library's website and online calendar current with listings for upcoming events and activities.	Ongoing	All Program Staff
	3. Create flyers, listings of events, digital slides, promotional videos, and similar media to inform the community.	Ongoing	All Program Staff
	4. Continue to offer engaging and informative e-newsletters for adults, teens, and families.	Ongoing	All Program Staff
<b>Objective 3:</b> Offer pop-up libraries throughout the town to extend the library's presence.	1. Offer pop-ups targeted at the teen population by hosting regular pop-ups in the schools, at the Boys and Girls Club, and BATV.	FY24	Teen Librarian
	2. Offer pop-ups targeted at adults by hosting regular pop-ups throughout town.	FY24	Reference/Community Services & Adult Programming Librarian and Supervisor of Circulation

	3. Explore the possibility of purchasing a library vehicle to operate as a bookmobile to facilitate pop-up library activities.	FY24	Library Director and Supervisor of Circulation
<b>Objective 4:</b> Cultivate long-lasting relationships with assistive and affordable living facilities in town to serve residents in those facilities.	1. Promote and expand homebound delivery services to residents in the community.	Ongoing	Supervisor of Circulation
	2. Provide engaging and enriching programs at assistive and affordable living facilities that utilize and promote library resources.	Ongoing	Reference/Community Services & Adult Programming Librarian and Supervisor of Circulation
<b>Objective 5:</b> Create a general marketing/branding style guide to be utilized by all library departments that produce marketing content.	1. Create a guide that builds on the one developed by Stirling with input from relevant staff.	FY24	Reference/Marketing Librarian
<b>Objective 6:</b> Explore and develop new ways to increase social media engagement with the current audience and grow our social media audience across platforms.	1. Identify successful strategies used by other libraries and brainstorm ideas with staff. Implement, test, and refine identified strategies for effectiveness and impact.	Ongoing	Reference/Marketing Librarian

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**Goal VII: Fundraising and Advocacy: The library will work with Town Administration to secure adequate municipal funding for library operations and with fundraising and grant organizations to supplement municipal appropriations.**

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Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 2:</b> Strengthen the community's appreciation for how the library benefits the community and advocate for financial support to make continual improvements.	1. Develop a capital needs report to present to the administration to advocate for funding long-term facility and service improvements.	FY24	Library Director

	2. Work to increase the library's materials and technology budget lines to keep up with state funding requirements and keep resource offerings current and useful.	Ongoing	Library Director
<b>Objective 3:</b> Seek funding from local, state, and federal business and grant organizations.	1. Apply for Local Cultural Council grants to fund summer 2024 programs.	FY24	Youth Services Staff
	2. Write a Community Fund Grant to fund summer 2024 programs.	FY24	Library Director
	3. Write new Salem Five Grant for 2024.	FY24	Children's Staff