

<b>Billerica Public Library, Billerica, MA</b>	<b>FY2026</b>
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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. Regularly evaluate e-resource offerings based on cost and usage and replace unpopular e-resources with new offerings.	FY26	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. Evaluate, weed, and update collections according to the collection maintenance schedule.	FY26	Selectors
	2. Continue efforts to inventory the print collection.	Ongoing	Technical Services Staff
	3. Further efforts to properly house and preserve the rare and irreplaceable items in the library's Local History Collection.	Ongoing	Technical Services 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. Evaluate the library's collections of new reader books for English language learners.	Ongoing	Technical Services Staff
	2. Continue building and developing a multilingual collection of books for middle school students who speak Spanish or Portuguese.	Ongoing	Teen Librarian and Technical Services Staff

	3. Continue to grow the library's collection of Vox and Wonderbooks.	Ongoing	Youth Services Staff
	4. Continue curating, preserving, and organizing the library's print and digital Local History collections in accordance with the Local History Room Policy.	Ongoing	Technical Services Staff
<b>Objective 4:</b> Increase awareness and use of the library's collections through merchandising, book lists and series labeling.	1. 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
	2. Invest in growing the title offerings on circulating Kindles and promote title availability.	FY26	Library Director and Selectors
	3. Identify and label materials that comprise popular series to improve browsing and discovery.	Ongoing	Circulation Staff and Selectors
	4. Continue and expand the practice of adding read-alike bookmarks to be placed in books.	Ongoing	Circulation Staff
	5. Weed the Library of Things collection to make room for new acquisitions.	FY26	Supervisor of Circulation
<b>Objective 5:</b> Explore new ways to expand access and discovery of library collection materials.	1. Continue growing the parenting collection in the Children's Room.	FY26	Youth Services Staff

	2. Identify genres with local demand and determine how to best identify them so they are easily discovered.	FY26	Technical Services Staff and Selectors
	3. Add and maintain OPAC links to newly digitized newspapers and their corresponding microfilm.	FY26	Technical Services Staff
	4. Develop discovery tools to facilitate access to and awareness of Local History items housed at the Howe School and the library.	Ongoing	Technical Services Staff

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**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.**

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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> Develop opportunities for meaningful staff development, engagement, and evaluation.	1. Hold staff meetings monthly from September to June.	Ongoing	Library Director
	2. Close the library one Friday in June for a full day of staff development.	FY26	Library Director

	3. Identify professional development opportunities that staff can attend, including webinars and conferences, and adjust schedules and/or workloads to accommodate their attendance.	FY26	Library Director
<b>Objective 2:</b> Provide excellent, knowledgeable, and unbiased borrowing, readers' advisory, and reference services to patrons.	1. Make sure staff are well-trained in library policies and procedures surrounding borrowing and readers' advisory through the development of training and best practices.	FY26	Supervisor of Circulation
	2. Encourage staff to use their expertise in reading trends, the library's collections, and NoveList to provide thoughtful and relevant reading suggestions.	Ongoing	Supervisor of Circulation
	3. Ensure all reference staff are familiar with the Local History Room's resources and layout.	FY26	Technical Services Staff
<b>Objective 3:</b> Consider new services to increase convenience and access.	1. Evaluate current service offerings and identify services that could be improved or replaced.	FY26	Circulation Staff
	2. Ensure all staff can perform essential circulation and patron account maintenance tasks.	FY26	Library Director and Department Heads
	3. Identify new services and trends that may appeal to the Billerica community.	FY26	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.	Ongoing	Library Director and Department Heads

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

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Offer children’s programs that foster imagination, creativity, mindfulness, STEM/STEAM, and literacy.	1. Launch and expand the story tree program, which highlights various books and authors with creative displays and activities, and switch out themes monthly.	FY26	Youth Services Staff
<b>Objective 2:</b> Offer teen programs that foster imagination, creativity, mindfulness, STEM/STEAM, and literacy.	1. Maintain collaborations with the high school’s club advisors so students can present children’s programs at the library.	FY26	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 of particular interest to Billerica residents.	Ongoing	Reference/Community Services Librarian
	2. Continue offering craft-based programs that are both active and passive.	Ongoing	Assistant Library Director and Supervisor of Technical Services
	3. Evaluate and adjust clubs and reading programs/challenge offerings, 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 various interests, including current events, hobbies, travel, history, art, and genealogy.	Ongoing	Assistant Library Director
<b>Objective 4:</b> Experiment with offering programs at different times and in different formats to accommodate patrons’ varying schedules.	1. Continue offering hybrid programming options that allow both in-person and remote participation.	FY26	Adult Program Staff

**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. Work with the Facilities Department to ensure completion of capital projects.	FY26	Library Director
	2. Work with the Facilities Department to implement cosmetic improvements to the building.	FY26	Library Director and Department Heads
<b>Objective 2:</b> Reconfigure existing spaces in the Children’s Room and Teen Area for new uses.	1. Continue investing in more modern, modular furniture to make adapting spaces for various activities easier.	FY26	Library Director and Department Heads
	2. Purchase furniture to improve the seating options in the Children’s Room.	FY26	Library Director and Supervisor of Youth Services

**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. Continue efforts to add electronic payment options at all print and copying stations.	FY26	Supervisor of Technology Services
	2. Continue to invest in new hardware and software to provide secure and efficient connections and services.	Ongoing	Supervisor of Technology Services

	3. Maintain a cloud-based system for managing in-house and lendable tablets, laptops, and devices.	Ongoing	Supervisor of Technology Services
<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. Update and revise written guides and video tutorials on how to use technological devices and electronic resources available through the library.	FY26	Supervisor of Technology Services
<b>Objective 3:</b> Ensure library hardware and software are 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. Maintain accessibility tools on public PCs, public iPads, and loanable devices.	Ongoing	Supervisor of Technology Services and Assistant Library Director

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**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.**

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Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Keep the community aware of upcoming events, activities, services, and resources through the creation of engaging and informative marketing content.	1. Highlight services and resources via various social media platforms every week.	Ongoing	Public Services Librarian
	2. Keep the library's website and online calendar current with listings for upcoming events and activities.	Ongoing	Assistant Library Director

	3. Create flyers, listings of events, digital slides, promotional videos, and similar media to inform the community.	Ongoing	Assistant Library Director and Youth Services Staff
	4. Continue to offer engaging and informative e-newsletters for adults, teens, and families.	Ongoing	Library Director, Teen Librarian, and Youth Services Staff
<b>Objective 2:</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.	FY26	Teen Librarian
	2. Offer pop-ups targeted at adults by hosting regular pop-ups throughout town.	FY26	Reference/Community Services Librarian
<b>Objective 3:</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	Reference/Community Services Librarian
	2. Continue to provide engaging and enriching programs at assistive and affordable living facilities that utilize and promote library resources.	Ongoing	Reference/Community Services Librarian
<b>Objective 4:</b> Explore and develop new ways to increase social media engagement with the current audience and grow our social media audience across platforms.	1. Create posts across social media platforms that encourage community engagement.	Ongoing	Library Director

**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.**

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
<b>Objective 1:</b> Work with fundraising support organizations to continue to innovate established fundraisers and develop new ones.	1. Work with the Family Friends to grow fundraising activities and revenue.	FY26	Assistant Library Director
<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. Continue increasing the library’s materials and technology budget lines to keep up with state funding requirements and keep resource offerings current and useful.	FY26	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 2026 programs.	FY26	Youth Services Staff
	2. Write a Community Fund Grant to fund summer 2026 programs (if eligible).	FY26	Library Director
	3. Write a new Salem Five Grant for 2026.	FY26	Children’s Staff