

**Charlton Public Library
Charlton, Massachusetts**

**FY13
Action Plan**

Charlton Public Library
Action Plan
FY13

Table of Contents

Mission Statement.....page 3
Review of FY11.....page 4
Action Plan FY13.....page 8

Submitted to the Massachusetts Board of Library Commissioners

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&

Approved by the Charlton Board of Library Trustees

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MISSION STATEMENT

The mission of the Charlton Public Library is to provide free and open access to the citizens of Charlton to the accumulated wisdom of the world. Recognizing that public libraries are one of the cornerstones of the American tradition of equal opportunity, the library's goal is to support an informed citizenry by serving their cultural, educational and informational needs through the use of traditional and emerging technologies.

Review of FY11

The following is a review of the goals and objectives that were outlined in the FY11 Action Plan and an analysis of what was accomplished in regards to those goals.

I. Current Topics and Titles: A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Goal: Adults who use the library will have access to current popular materials, in a variety of formats, which will stimulate their thinking, satisfy their curiosities, expand their knowledge of contemporary culture and society, and make their leisure time more productive and enjoyable.

OBJECTIVE: Total annual circulation of adult materials will increase by at least 3%.

This objective was not met in FY11. Adult circulation remained steady but with almost no increase.

Adult circ. FY10: 45,175

Adult circ. FY11: 45,189

OBJECTIVE: Total annual library holdings will increase by a minimum of 5%.

Total annual holdings increased by 15%.

Goal: Children and young adults who use the library will have access to a current and aesthetically pleasing collection of materials that satisfy their personal interests.

OBJECTIVE: Total annual circulation of children's and young adult materials will increase by at least 3%.

Circulation of children's materials increased by 8%.

Young Adult circulation increased by 11%.

II. Commons: A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Goal: The library will provide residents with a modern, clean, safe, and inviting facility which encourages learning and leisure reading, provides access to up-to date electronic resources and fosters community discourse.

OBJECTIVE: Increase library hours and staffing to better serve the community.

Staffing and hours remained the same as in FY10.

OBJECTIVE: Library users will be offered a safe, clean environment when using the library

Custodian hours were not increased in FY11.

Goal: The library will provide public space for meeting and gathering that is recognized as inviting, neutral, and safe by all individuals and groups in the community.

OBJECTIVE: The library will continue to strive to accommodate all groups seeking meeting/gathering space.

Meeting Room usage increased by 62%. In FY10, library meeting rooms were reserved 412 times. In FY11, library meeting rooms were reserved 666 times.

III. General Information: A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal: Patrons of the Charlton Public Library will find that the library provides a core collection of materials to answer questions relating to school, work, and personal life and is able to provide assistance in using these resources.

OBJECTIVE: The library will offer print, nonprint, and electronic sources that cover a broad variety of topics and will provide staff services to support residents' interests and information needs.

Library holdings increased from 41,521 in FY10 to 47,717 in FY11.

Staff attended C/WMARS and MA Library System workshops.

Three staff members attended Book Expo America in New York this year.

OBJECTIVE: Library staff will collaborate with appropriate members of the school system to meet student needs for school assignments.

Activities:

- Provide materials in support of homework assignments. Continue School Assignment Alert forms to encourage teachers to notify the public library in advance of assignments
- Provide materials in support of Charlton Public Schools summer reading requirements

IV. Lifelong Learning: A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

Goal: Patrons of all ages will find that the Charlton Public Library is able to meet their demand for resources that will enhance their personal growth and desire for continued learning on subjects of personal interest.

OBJECTIVE: The Library will offer residents the opportunity to broaden their knowledge base by providing access to information about upcoming cultural, educational, and recreational events to be held in and around the community.

Community bulletin boards and brochure displays are kept up-to-date.

The website is updated almost daily. We also upgraded the website with some additional features this year.

The Charlton Public Library Facebook page is updated many times each week. Our fan base continues to grow.

A subscription to Wowbrary, a tool to keep patrons up-to-date with new materials at the library, was begun.

Four independent programs for adults were held this year, the weekly knitting group continued, and the monthly book group remained popular.

The adult Summer Reading Program was successful with 179 adults participating.

The library offered free or discounted passes to local educational, cultural, and recreational attractions.

OBJECTIVE: Children and their caregivers will enjoy a warm, welcoming children's area which promotes an atmosphere that supports and encourages a love of reading and life-long learning.

Activities:

- Arrange space for optimal user friendliness
- Weed dated and/or worn materials
- Pursue outside funding and/or donations to supplement learning manipulatives in the children's area

Goal: Residents of all ages will be offered cultural, recreational, and informational programming.

OBJECTIVE: Provide developmentally appropriate programs for children and their caregivers

Activities:

- Procure outside sources of funding and allocate money for programming in the library's budget
- Contract with special performers/speakers at least 4 times per year to provide children's programs
- Continue Baby/Toddler Lapsit Story Times, ages birth – 3 years with caregiver
- Continue Story Times, ages 3 – 5 with caregiver
- Continue Junior Story Times, ages 6-10 (Summer months)
- Story Times will be evaluated by caregivers or juvenile participants (when appropriate)
- Continue outreach program so that all kindergarteners & first graders in the Charlton Public School System receive library cards

OBJECTIVE: Implement cultural and recreational programs for young adults with a minimum of 5 young adults participating in each program

Activities:

- Procure outside sources of funding for young adult programs
- Offer at least 4 programs per year for young adults. Participants will complete written evaluations of programs

Action Plan FY13

I. Current Topics and Titles: A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Goal: Adults who use the library will have access to current popular materials, in a variety of formats, which will stimulate their thinking, satisfy their curiosities, expand their knowledge of contemporary culture and society, and make their leisure time more productive and enjoyable.

OBJECTIVE: Total annual circulation of adult materials will increase by at least 3%.

Activities:

- Continue purchasing popular materials in a variety of formats
- Library staff will continue to develop and showcase displays of materials encompassing various themes, genres and subjects
- Actively promote the availability of and the convenience of using the interlibrary loan system
- Complete the adult nonfiction re-labeling project
- Publicize new titles

OBJECTIVE: Total annual library holdings will increase by a minimum of 5%.

Activities:

- The Library Director, with the support of the Library Trustees, will attempt to increase local funding for books and other materials as we work to meet basic standards of collection size
- Earmark supplemental monies for collection development

Goal: Children and young adults who use the library will have access to a current and aesthetically pleasing collection of materials that satisfy their personal interests.

OBJECTIVE: Total annual circulation of children's and young adult materials will increase by at least 3%.

Activities:

- Continue to develop the children's collection to include new materials and provide a wider range of subjects for children's nonfiction
- Expand the juvenile recorded books collection by 15 %
- Weed the juvenile nonfiction collection
- Increase the juvenile and young adult periodical collections
- Increase the young adult nonfiction collection by 5%

II. Commons: A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Goal: The library will provide residents with a modern, clean, safe, and inviting facility which encourages learning and leisure reading, provides access to up-to date electronic resources and fosters community discourse.

OBJECTIVE: Increase library hours and staffing to better serve the community.

Activities:

Procure municipal funding to increase current staff hours and add additional staff :

- Hire an additional part-time circulation person
- Add 5 hours per week to the Youth Services Director's schedule
- Add hours to the Youth Services Assistant position to make it at least a 19.5 hours per week position
- Continue seeking revenue sources to maintain the evening custodian position

OBJECTIVE: Library users will be offered easily accessible library collections in a safe, clean, organized environment that is staffed with friendly, courteous people.

Activities:

- Staff reads shelves to keep materials in order
- Staff keep their work spaces organized and clutter-free
- Customer service skills will be reviewed at monthly staff meetings

OBJECTIVE:

Goal: The library will provide public space for meeting and gathering that is recognized as inviting, neutral, and safe by all individuals and groups in the community.

OBJECTIVE: The library will continue to strive to accommodate all groups seeking meeting/gathering space.

Activities:

- Continue seeking revenue sources to maintain the evening custodian position
- Actively market the availability of meeting rooms for public use

III. General Information: A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal: Patrons of the Charlton Public Library will find that the library provides a core collection of materials to answer questions relating to school, work, and personal life and is able to provide assistance in using these resources.

OBJECTIVE: The library will offer print, nonprint, and electronic sources that cover a broad variety of topics and will provide staff services to support residents' interests and information needs.

Activities:

- Library staff will accept questions by telephone, electronically and in person during all library hours of service
- Document queries and take that information into consideration when developing library collections
- Provide opportunity for library staff to attend educational workshops and trainings provided by MLS and C/WMARS
- Provide opportunity for staff to attend local, state, regional, and national conferences so that they may learn to better service the needs of library patrons

OBJECTIVE: Library staff will collaborate with appropriate members of the school system to meet student needs for school assignments.

Activities:

- Provide materials in support of homework assignments Continue School Assignment Alert forms to encourage teachers to notify the public library in advance of assignments
- Provide materials in support of Charlton Public Schools summer reading requirements

IV. Lifelong Learning: A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

Goal: Patrons of all ages will find that the Charlton Public Library is able to meet their demand for resources that will enhance their personal growth and desire for continued learning on subjects of personal interest.

OBJECTIVE: The Library will offer residents the opportunity to broaden their knowledge base by providing access to information about upcoming cultural, educational, and recreational events to be held in and around the community.

Activities:

- Provide current information about community events and services via the Community Bulletin Boards and brochure display centers on the main and lower levels of the library
- Provide up-to-date information on the library's website and track website visits
- Contract with at least 2 speakers per year who would appeal to adult residents
- Market library programs in newspapers, informational flyers, on the local cable access channel, on the library's website and the library's Facebook page
- Continue to provide free or discounted museum passes to library patrons

OBJECTIVE: Children and their caregivers will enjoy a warm, welcoming children's area which promotes an atmosphere that supports and encourages a love of reading and life-long learning.

Activities:

- Arrange space for optimal user friendliness
- Weed dated and/or worn materials
- Pursue outside funding and/or donations to supplement learning manipulatives in the children's area

Goal: Residents of all ages will be offered cultural, recreational, and informational programming.

OBJECTIVE: Provide developmentally appropriate programs for children and their caregivers

Activities:

- Procure outside sources of funding and allocate money for programming in the library's budget

- Contract with special performers/speakers at least 4 times per year to provide children's programs
- Continue Lapsit Story Times, ages 0-3 years with caregiver
- Continue Preschool Story Times, ages 3 and up
- Re-implement programming for ages 6-10
- Story Times will be evaluated by caregivers or juvenile participants (when appropriate)
- Continue outreach program so that all first graders in the Charlton Public School System receive library cards

OBJECTIVE: Implement cultural and recreational programs for young adults with a minimum of 5 young adults participating in each program

Activities:

- Procure outside sources of funding for young adult programs
- Offer at least 4 programs per year for young adults. Participants will complete written evaluations of programs

OBJECTIVE: Provide cultural programs for adults with a minimum of 5 adults participating in each program

Activities:

- Procure outside sources of funding for adult programs. Offer at least 10 programs per year for adults
- Participants will complete written evaluations of programs
- Continue adult Summer Reading Program

