**Goal I:** *Programming:* **The library will offer quality programs that reach out to all demographics of the community.**

| Objectives (if included in current Long-Range Plan) | Actions | Timeframe for Activity | By Whom (optional) |
|---|---|---|---|
| Update facility with flexible spacing solutions to accommodate programming needs for all ages. | Monitor increasing program needs to ensure best practices are implemented in future building design. | Throughout year | Assistant Director; Programming Staff |
| Provide additional programs for adults with a range of topics or activities. | Plan and implement 3 – 4 seasonal or topical programs. | Throughout year | Adult Services Librarian |
| Provide additional programs for adults with a range of topics or activities. | Assess staffing and spacing required to effectively meet needs of community. Provide report to City Financial Officer. | By December 2019 | Management Team with Adult Services Librarian |
| Provide additional programs for adults with a range of topics or activities. | Assess new adult graphic novel collection; expand in areas of community interest. | Throughout year | Assistant Director |
| Explore opportunities for increased teen programming. | Continue to incorporate STEM ideals into teen programming, particularly utilizing STEM materials purchased with grant funding. | Throughout year | Teen Librarian |
| Explore opportunities for increased teen programming. | Weed and update teen graphic novel/manga section to reflect expanded interest. | September 2019 | Teen Librarian |
| Explore opportunities for increased teen programming. | Increase passive programming to engage teen visitors to the library. | Throughout year | Teen Librarian |

| | | | |
|---|---|---|---|
| Explore opportunities for increased teen programming. | Assess staffing and spacing required to effectively meet needs of community. Provide report to City Financial Officer. | By December 2019 | Management Team with Teen Librarian |
| Continue strong offerings for children, adapting to the need of the current demographics. | Respond to expressed demand from patrons to provide STEM programming, particularly for elementary and middle school children. | Throughout year, as budget allows | Children's Library staff |
| Continue strong offerings for children, adapting to the need of the current demographics. | Advocate for increased staffing hours required to meet level of demand. | Budgeting season | Library Director; Head of Children's Services |

**Goal II:** *Technology:* **The library will strive to offer professional assistance and cutting-edge resources to the community through staff knowledge, appropriate physical resources, and patron education.**

| Objectives (if included in current Long-Range Plan) | Actions | Timeframe for Activity | By Whom (optional) |
|---|---|---|---|
| Upgrade electrical access throughout the building to meet demand; maintain updated wireless capability throughout the building. | Assess system of multiple access options for wireless users; continue use of hotspot for patrons as needed. | August 2019 | Technology Librarian |
| Offer targeted education through one-on-one interactions and group sessions to assist patrons with using library and other technological resources. | Implement a series of four programs on technology and digital library resources. | June 30, 2020 | Adult Services and Technology Librarians |
| Offer targeted education through one-on-one interactions and group sessions to assist patrons with using library and other technological resources. | Advocate for increased staffing hours to accommodate unmet needs. | Budgeting season | Management Team; Reference Staff |
| | Assess and improve patron registration practices with the aim of allowing patrons to begin registration online or from home. | June 30, 2020 | Circulation Librarians |

**Goal III:** *History of Melrose:* **Melrose Public Library is the hub in educating people about Melrose; its history, resources and opportunities.**

| Objectives (if included in current Long-Range Plan) | Actions | Timeframe for Activity | By Whom (optional) |
|---|---|---|---|
| Improve physical storage of resources to ensure preservation based on results of FY2014 grant assessment. | Update the Preservation Action Plan completed 2015 - 2017. | December 2019 | Local History Librarian |
| Improve physical storage of resources to ensure preservation based on results of FY2014 grant assessment. | Finalize assessment of local history collections. Weed as necessary prior to renovation. | June 30, 2020 | Local History Librarian |
| Improve physical storage of resources to ensure preservation based on results of FY2014 grant assessment. | Utilizing donation funds, digitize collection of local newspapers from print and microfilm sources. | February 2020 | Local History Librarian; Technology Librarian |
| Collaborate with local community groups and City departments. | Coordinate with City Clerk's office to determine mutual preservation goals for Melrose historic information. | December 2019 | Local History Librarian |
| Enable staff to become proficient in assisting the public with use of resources. | Use staff emails and staff meetings to ensure that all staff are aware of digitized historic resources and how to access these materials. | During "show and tell" staff meetings; throughout year | Local History Librarian |
| Increase awareness of library's materials through promotion and display. | Use traditional and social media to increase public awareness of resources that have been added to the Digital Commonwealth. | Upon completion of digitization project. | Social Media Library Assistant, Local History Librarian |

**Goal IV:** *Community Involvement:* **The library will be a gathering place for residents; outreach with local businesses and organizations will enhance the library's role as a hub for the entire community.**

| Objectives (if included in current Long-Range Plan) | Actions | Timeframe for Activity | By Whom (optional) |
|---|---|---|---|
| Update facility to create an environment that is welcoming, comfortable, functional and safe. | Continue to assess renovation needs with attention to functional flow, particularly in the area of adult and teen service desks. | Through December 2019 | Adult and Teen Service staff |
| Update facility to create an environment that is welcoming, comfortable, functional and safe. | Shift collections in Children's Room to make room for people in popular gathering areas due to demand and increased activity in picture book area. | Summer 2019 | Children's Room Staff |
| Improve portability through mobile staff devices; establish the ability to welcome new patrons while at local fairs and events. | Ensure that all staff are fully trained on new Evergreen web client. | June 30, 2020 | Reference and Circulation Staff |
| Collaborate with other City departments and local businesses in providing services for all ages. | Work with Council on Aging to offer digital library learning sessions at the Senior Center. | Summer 2019 | Reference Staff |
| Collaborate with other City departments and local businesses in providing services for all ages. | Continue to:<br>*Meet with school library volunteers to provide guidance.<br>*Assist with development of school system's reading list.<br>*Participate in events with other City Departments, such as "stories under the stars"<br>*Partner with Memorial Hall to provide summer programs in a larger venue<br>*Coordinate with local community groups on topical booklists and events.<br>*Talk about resources at Healthy Melrose, Farmers Market, Parent U. | Throughout Year | Head of Youth Services; Children's Room staff |

| Collaborate with other City departments and local businesses in providing services for all ages. | Work with schools to ensure that teens are aware of library's digital offerings. | October/November 2019 | Teen Librarian |
|---|---|---|---|
| Collaborate with other City departments and local businesses in providing services for all ages. | Continue to offer seasonal and topical community art shows, bringing a wider variety of residents into the library, and showcasing local talent. | Throughout the year | Art Librarian |
| Collaborate with other City departments and local businesses in providing services for all ages. | Continue to offer community read programs in partnership with varying community groups. | Throughout the year | Adult Services Librarian |
| Collaborate with other City departments and local businesses in providing services for all ages. | Ensure the continuity of the library's popular seed library. | Winter and Spring 2019/2020 | Adult Services Librarian/Library Director; Administrative Assistant |

**Goal V:** *Resource Awareness:* **Staff will be aware of all resources and events in the library, and will inform the public via a variety of means.**

| Objectives (if included in current Long-Range Plan) | Actions | Timeframe for Activity | By Whom (optional) |
|---|---|---|---|
| All possible means of communication will be used to promote library resources and events to new and existing residents. | Create a welcome packet detailing the library's resources and services for new residents. | June 30, 2020 | Technical Services Department |
| All possible means of communication will be used to promote library resources and events to new and existing residents. | All paper publicity will be available when children's room seasonal events are put on the online calendar to maximize outreach. | Each season | Children's Room Staff; Administrative Assistant |
| All possible means of communication will be used to promote library resources and events to new and existing residents. | Implement building-wide digital newsletter | June 30, 2020 | Assistant Director with department heads |
| All possible means of communication will be used to promote library resources and events to new and existing residents. | Utilize Overdrive Advantage to promote library events and opportunities. | June 30, 2020 | Technology Librarian |
| All possible means of communication will be used to promote library resources and events to new and existing residents. | Update teen Instagram account to promote events and books. | June 30, 2020 | Teen librarian and Social Media Library Assistant |
| All possible means of communication will be used to promote library resources and events to new and existing residents. | Use social media to send "did you know" messages to community about variety of topics and formats at the library. | Throughout the year | Social Media Library Assistant; Dept Heads |
| Staff will assist in educating members of other library departments about their special resources, programs and offerings. | Conduct staff training about online offerings available to patrons. | June 30, 2020 | Reference Staff |
| Staff will assist in educating members of other library departments about their special resources, programs and offerings. | Implement "show and tell" training in staff meetings to allow each department to showcase their resources and programs. | August 2019 | Management Team |