



STURGIS LIBRARY

Barnstable, Massachusetts

FY2012 ACTION PLAN

GOAL 1: ENHANCE AND EXPAND THE RESOURCES AVAILABLE TO THE PUBLIC.

Objective 1 – Provide a collection of current topics and titles for all ages in all formats.

Activities

- Library staff will ensure that patrons have timely access to high-demand titles. Titles will be purchased in multiple formats (ie. large print, audio, downloadable audio, etc.)
- The Friends of Sturgis Library will provide funds to purchase second copies of high-demand DVDs.
- Staff will access the high-demand holds feature on the CLAMS system each month to determine titles to order.
- Staff will oversee the addition of second or third copies to the new “Most Wanted” collection, which replaces the former rental collection. These copies will be placed in non-request status, but are available free of charge.
- Library staff will work participate in the Overdrive downloadable committee to grow the collection of downloadable audio, video, and ebooks, and provide education to patrons about the downloadable service.
- Staff will investigate the purchase of an ebook reader for use by the public in order to acclimate patrons to the CLAMS downloadable ebook offerings.

Objective 2 – Provide a comprehensive collection which fosters lifelong learning and supports continuing education.

Activities

- Library staff will work to provide ongoing collection development and perform collection maintenance.
- Collection weeding will be done on a regular basis throughout the year. The Technical Services Librarian will generate weeding lists to assist in the weeding process.

- Staff will solicit reader feedback and suggestions through order suggestion slips, postings on the Sturgis Library website and blog, facebook postings, email, articles in the email newsletter, and more.
- Staff will invite patrons to join Shelfari, an online social network for book lovers, and become members of the Sturgis Library's Shelfari group.

Objective 3 – Provide state-of-the-art technological resources.

Activities

- Computer equipment will be evaluated annually and replaced on a schedule developed by the Library Director.
- Library staff will provide ongoing training and support to patrons on the use of the CLAMS system, statewide research databases, the Sturgis Library website, and the Internet.
- The Library Director and staff will ensure that the Library's website is up-to-date, attractive, user-friendly, and functional. New features such as a blog, email newsletter, interactive web pages, a facebook page, photographs, and digitized collections will continue to be made available, and new features such as ecommerce will be investigated.
- Grants and other funding will be sought to enhance the library's technological and electronic resources.

GOAL 2: SPONSOR LIBRARY PROGRAMS, EVENTS, AND ACTIVITIES, AND PROVIDE FACILITIES FOR USE BY LOCAL GROUPS AND ORGANIZATIONS.

Objective 1 – Sponsor and host programs, events, and activities on a variety of topics to audiences of all ages.

Activities

- The Library will sponsor monthly programs of interest to adults, young adults, and children.
- Library staff will seek funding from the Friends of the Library, local businesses and local granting agencies in order to offer quality programs not funded by the Library's programming budget.
- The Events Committee of the Board of Trustees will work with Library staff and Friends of the Library to develop a multi-year events and programming calendar.

Objective 2 – Partner with area nonprofit civic and cultural organizations to provide programs and events to the public, and to offer expanded resources to Library users.

Activities

- The Library Director and staff will work to coordinate programs with other area nonprofits, including the Barnstable Historical Society, the Cape Cod Art Association, the Barnstable Civic Association, and the Family United Network,

- and others. The Library will offer at least two jointly-sponsored programs each year.
- The Library will also partner with local businesses to support library programming and events.
 - The Library will participate in History Along Route 6A, a cooperative week of programming hosted by the libraries, historical societies, and inns along Route 6A in Barnstable and Yarmouth.
 - Library staff will work with the staff at the other village libraries in Barnstable to provide coordinated programming, events, and fundraisers to the community.
 - The Adult Services Librarian, Library Director, and Youth Services Librarian will be available to provide programming and lectures for other groups or organizations, highlighting the collections and services of the Sturgis Library.

Objective 3 – Provide meeting, gathering, and exhibit space for outside groups, individuals, and organizations.

Activities

- Library staff will regularly publicize the availability of library meeting space in the Library's newsletter, on the website, and through direct marketing to organizations.
- The Adult Services Librarian will oversee the scheduling of the library's meeting space, and assist organizations in reserving meeting space in line with the library's recently-adopted meeting room guidelines.
- The Library Director will work with individuals and organizations to promote local artists, craftspeople, collectors, and others by providing exhibit space in the library.

GOAL 3: EXPAND THE SCOPE OF THE LIBRARY'S SERVICES BY PROVIDING OUTREACH TO THE COMMUNITY.

Objective 1 – Provide outreach services to area public and private schools.

Activities

- The Youth and Adult Services Librarians will provide outreach services to local schools, colleges, and special education providers to pursue the Library's commitment to supporting lifelong learning.
- The Librarians will host visits of school groups to the Library, and will travel to area schools to promote Library services and offer programs of interest.
- The Librarians will work with area teachers and faculty to assess the current needs of the schools and how best the Library can support those needs.
- The Library, along with the other village libraries of the town of Barnstable, will support the schools' mandatory summer reading program, and provide copies of the books on the summer reading lists. The libraries will seek funding from the

Cobb Fund and other funding sources to cover the cost of maintaining the summer reading collections at each library.

Objective 2 – Provide delivery of library materials to homebound patrons.

Activities

- The Adult Services Librarian and Circulation Coordinator will work to expand services to homebound patrons throughout the Library’s service area, and publicize it in the Library’s newsletter, on the website, and through flyers and posters distributed throughout the town.
- The Circulation Coordinator will coordinate the scheduling and delivery of library materials to homebound patrons, and will track homebound usage and assess its effectiveness on an annual basis.

GOAL 4: ACQUIRE, PRESERVE, AND PROMOTE GENEALOGICAL, MARITIME, AND HISTORICAL MATERIALS RELEVANT TO BARNSTABLE COUNTY AND ITS PEOPLE.

Objective 1 – Enhance, expand, and preserve the Library’s genealogical, maritime, local history and archival collections, including print and non-print resources.

Activities

- The Library will actively seek out and acquire materials for its special collections and archives, with a focus on primary sources, personal collections, papers, manuscripts, books, photographs, deeds, and other materials relevant to genealogy, maritime subjects, and Cape Cod history.
- All materials added to the special collections and archives will be cataloged and processed in a timely matter, and made accessible through a printed finding aid, on the Library’s website, and through the CLAMS catalog.
- The Library will seek funds and support for the preservation and digitization of their special collections and archival material through local, state, and federal grants.
- The Library will continue to expand access to its collections and promote its unique materials through exhibits and displays, publishing projects, articles in the Library newsletter and on the Library’s website, and programs and events highlighting the collections.
- The Library will distribute copies of its new brochure which highlights the library’s unique collections. Distribution spots will include the Chamber of Commerce, visitor’s centers, other Cape libraries, businesses, organizations, historical societies, etc.

GOAL 5: PRESERVE AND MAINTAIN THE LIBRARY'S HISTORIC BUILDING AND GROUNDS.

Objective 1 – Be proactive in working to preserve, maintain, protect, and improve the Library's building and grounds.

Activities

- The Library will seek local, state, and federal grant funding targeted to the preservation of historic buildings. In addition, it will seek support for building preservation through targeted fundraising to donors.
- The Library's Building Committee and Library Director will work with the architectural firm of Brown, Lindquist, Fenuccio and Raber and contractor Cape Associates to complete a building renovation and preservation project by April 30th, 2011.
- Library staff will work with the public to provide additional assistance and support during the renovation and preservation project.

GOAL 6: HAVE IN PLACE A STRONG GOVERNANCE STRUCTURE WHICH SUPPORTS ALL LIBRARY OPERATIONS.

Objective 1 -- Ensure that the Board of Trustees is well informed about and engaged with the Library's strategic issues, policies, and needs.

Activities

- The Nominating Committee of the Board of Trustees will consider and recruit a diverse group of potential trustees who bring a wide range of talent and experience to the Board.
- The Board and Library Director will annually review the Strategic Plan outcomes/measures, and submit an updated action plan to the Massachusetts Board of Library Commissioners by December 1 of each year.
- The Board and Library Director will conduct a series of forums with staff, friends, volunteers, community members, and other stakeholders to gather information and provide input for a revision of the library's existing Long Range Plan FY2007–2012.
- The Board will annually assess the effectiveness of the Board as a group.
- The Library Director will maintain a Trustee blog where Board minutes and agendas will be posted, along with information of interest to Trustees.

Objective 2 – Formulate strategies and policies that demonstrate Board stewardship.

Activities

- Using the resources of the Massachusetts Board of Library Commissioners, the Board Nominating Committee will develop a flexible evaluation tool for board members to be used on an ongoing basis.

Objective 3 – Have in place a strong and proactive framework for effective fundraising and development.

Activities

- Each member of the Board of Trustees will be an active participant in the Library’s fundraising process throughout the year.
- Working together, the Finance Committee, Development Committee, and Events Committee will develop a written multi-year fundraising plan.
- The Board and Library Director will investigate new and innovative means of fundraising, and will seek local, state, and federal grants which foster the mission of the Library and provide funds for special projects or endowment support.

Objective 4 – Foster ongoing partnership with the Friends of Sturgis Library, and work together with them to establish guidelines and priorities for Friends’ support of the Library.

Activities

- The Board and Library Director will work with the President of the Friends of Sturgis Library to develop a multi-year list of potential projects, equipment, and supplies that might be appropriate for Friends’ support.
- The Library Director and staff will coordinate programming and event scheduling with the Friends, and will provide ongoing support for and assistance with the publicity of Friends events.

GOAL 7: CREATE A WORKING ENVIRONMENT WHICH PROMOTES SUCCESS, CREATIVITY, AND TEAMWORK.

Objective 1 – Recruit, develop, and retain exemplary staff members, and provide a working environment that supports creativity and personal excellence.

Activities

- The Library Director will work with the Personnel Committee to disseminate the newly revised Personnel Handbook to the staff.
- The Library Director will work with the Personnel Committee to develop an updated staffing plan, and will revise and update all job descriptions by June 2011.
- The Library staff will meet on a quarterly basis to discuss library issues and activities.
- Library staff will maintain a staff blog where staff can communicate about topics of importance, and exchange ideas about library issues.