

Southwick Public Library, Southwick, MA Lynn Blair, Director, Southwick Public Library	YEAR 2024
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As of Fall 2022, the Southwick Public Library is currently working on its next 5 year Strategic Plan which may supersede some of the topics/items discussed below.

Community Hub/Center- Provide a Safe and Comfortable Environment

Goal 1: To provide a safe, comfortable, and welcoming place for all library users

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Improve the ability for the staff to make sure patrons are safe	Work with the police department to train staff on emergency situations, active shooters, etc.	Director has been in contact with police department and has requested trainings and assistance in drafting plans for the library, awaiting response, ongoing	Library Director & Southwick Police Department
To make the Young Adult Space an area that teens will want to use	Plan more events to take place	FY 2023-2024	Young Adult Specialist
	Offer grab and go craft projects	FY 2023-2024	Young Adult Specialist
	Create a welcoming space through displays and signage	FY 2023-2024	Young Adult Specialist
	Reorganizing- new seating and tables	October 2022	Young Adult Specialist
To maintain an inviting children's room	Reorganize the children's room space to make it more open- awaiting new furniture to arrive and a mural was installed in August	Summer-Winter 2022	Children's Staff
	Continue to update the Home Education section with more HE kits	Spring 2023	Children's Staff
	Continue to promote the new Discovery Zone and new additions to the collection such as the Vox Books	FY 2023-2024	Children's Staff

To provide a quiet area in the Main Room of the Library	Two study spaces were installed with LSTA funds- opened summer 2022- continue to promote to encourage usage of these spaces	FY 2023-2024	Library Director
To make other areas of the library more usable	Rearranged the art gallery to welcome study spaces, researching other options to create a better use of spaces- potentially through new seating or displays	FY 2023-2024	Library Director

Goal 2: To encourage the use of the Library's Community Room by Outside Groups

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
	Foster relationships with local organizations to see how we can meet their needs and inform that we have a meeting space available (as well as two new study spaces)	FY 2023-2024	Library Director

Goal 3: To provide a vibrant collection to meet the needs of our community and make the collection accessible to all members of the community

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
	Continue to order diverse, current, and relevant materials for the adult, children's and teen sections (i.e. Vox Books)	FY 2023-2024	Children's Staff, YA Specialist, and Library Director
	Stay on top of trends and changing needs of the community	FY 2023-2024	Children's Staff, YA Specialist, Library Director

Support Business and Career Development

Goal 1: Promote our Business Center

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Make the community aware of the resources the library has available in the Business Center	Wrapped up LSTA grant for Pathways to Success- offered 1 year of in depth business & career programs. Continue such programs now that the grant has ended	October 2022 (end of LSTA grant), FY 2023-2024	Library Director
	Continue to be a member of the Greater Westfield Chamber of Commerce and participate in events when available	FY 2023-2024	Library Director
	Promote the library's new (since Oct. 2021) job and career assistance software Brainfuse JobNow	FY 2023-2024	Library Director & Reference

Goal 2: To have a Business Center that provides the information current and future business owners/managers need

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Have a Business Center that is current and covers up-to-date topics	Continue to order relevant and timely topics for the Business area and stay informed on changing needs	FY 2023-2024	Library Director
Maintain our subscription to Career & Job Accelerator (or something similar) and explore other online resources	Discontinued Job & Career Accelerator- introduced Brainfuse JobNow in October 2021	FY 2023-2024	Library Director
	Investigate ways to make the public more aware of the digital services we offer and any changes, investigate potential new services	FY 2023-2024	Library Director

Educate staff on the resources we have available	Reference will keep up to date on any services we offer and any changes	FY 2023-2024	Reference
Work in a collaboration with MassHire (or other organization) to offer programs and resources at the library	Continue to be on the lookout for potential collaborations	FY 2023-2024	Library Director

Satisfy Curiosity/Lifelong Learning

Goal 1: To provide programs of interest for all age groups that have educational and cultural value

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Infants & Preschoolers: Promote the importance of early literacy To provide creative, educational, and hands-on programs	Continue to offer varied programming and resources for children and families	FY 2023-2024	Children's Staff
	Promote & continue to offer successful programs such as "baby welcome" bags & promote 1,000 Books Before Kindergarten	FY 2023-2024	Children's Staff
School Age K-6th Grade	Look for additional ways to promote programs	FY 2023-2024	Children's Staff
	Investigate new potential programs of interest- children's room staff introduced drop-in crafts and art programs that have been going well	FY 2023-2024	Children's Staff
	Talk to K-6 patrons to find out what they are interested in- keep running successful programs (Lego club, storytime, drop in crafts)- play-dough and the new Discovery Zone have been popular, new in-house programs	FY 2023-2024	Children's Staff
Young Adults	Continue to offer activities and clubs with input from YA patrons	FY 2023-2024	Young Adult Specialist
	Partner with high school to bring in a HS senior intern in exchange for school credit	Beginning of 2023	Young Adult Specialist

Adults Provide programs that support our patrons' interests in gardening, the arts, genealogy, science, and aging	Continue to offer varied programming and increase diversity of programming (and through a varied format-including in-person and Zoom)	FY 2023-2024	Library Director
	Explore possibilities of partnership with local organizations to offer programming	FY 2023-2024	Library Director
	Try a variety of program times including more daytime programs	FY 2023-2024	Library Director

Goal 2: To endeavor to be aware of current and future technology resources for our collection

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
	Staff will remain informed of new technology developments and changes and will be prepared to educate patrons by learning about the resources themselves through trial, webinars, classes, etc.	FY 2023-2024	All Staff

Goal 3: To strengthen current partnerships and seek our new partnerships with organizations in Southwick

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
	Find ways to reach out to the community to inform them of the library services (postcards for new residents have been mailed out since the spring!)	FY 2023-2024	Library Director, Children's Staff, YA Specialist
	Welcome packets have been created for new cardholders-everyone who signs up for a card gets one- continue to add new offerings to these packets as needed	FY 2023-2024	Library Director & Assistant Director

	Continue to develop the relationship with the Historical Society and continue to collaborate on programs	FY 2023-2024	Library Director & Reference
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