

Southwick Public Library, Southwick, MA	YEAR 2021
Lynn Blair, Director, Southwick Public Library	

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 police department to train staff on emergency situations, active shooters, etc.	Spoke with police Sept. 2019, training to be held late 2019, early 2020 & ongoing	Library Director & Southwick Police Department
To make the Young Adult Space area a space that teens will want to use	Continue to create eye catching book displays	FY 2020-21	Young Adult Specialist
	Increase number of passive programs in the YA section	FY 2020-21	Young Adult Specialist
To maintain an inviting children's room	Continue to offer themed drop-in crafts	FY 2020-21	Children's Librarians
	Continue to offer friendly service and a varied and relevant collection	FY 2020-21	Children's Librarians
To provide a quiet area in the Main Room of the library	Investigate ways to rearrange main room to allow for 1-2 quiet study spaces to be added	FY 2020-21	Library Director
To make other areas of the library more usable	Look into more comfortable seating arrangements for the main room	FY 2020-21	Library Director
	Evaluate space available and space being taken up by unused equipment (i.e. word processing computers)	FY 2020-21	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	FY 2020-21	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	FY 2020-21	Children’s Staff, YA Specialist, Library Director
	Stay on top of trends and changing needs of the community	FY 2020-21	Children’s Librarians, YA Specialist, Library Director

Support Business & 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	Move the business section to a more prominent position with the library	Early 2020	Library Director
	Meet with local Chamber of Commerce representative to discuss businesses and trends/changes in the area	November 2019	Library Director

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 2020-21	Library Director
Maintain our subscription to Career & Job Accelerator (or something similar) and explore other online resources	Investigate ways to make public more aware of the digital services we offer through trainings or informational materials	FY 2020-21	Library Director
	Investigate potential new services to offer patrons	FY 2020-21	Library Director
Educate staff on the resources we have available	Reference staff will keep up to date on the services we offer and any changes	FY 2020-21	Reference
Work in a collaboration with MassHire (or other organization) to offer programs and resources at the library	Maintain job training resources and/or sponsor workshops	FY 2020-21	Library Director/Reference

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 and 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 2020-21	Children's Librarians

School Age K-6th Grade	Look for additional ways to promote programs	FY 2020-21	Children's Librarians
	Investigate new potential programs of interest (i.e. book discussion)	FY 2020-21	Children's Librarians
	Talk to K-6 patrons to find out what they are interested in	FY 2020-21	Children's Librarians
Young Adults	Continue to offer activities and clubs with input from YA patrons	FY 2020-21	Young Adult Specialist
	Encourage regular members of the teen advisory board to take on more leadership in planning events and suggesting materials	FY 2020-21	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 to encompass more of what patrons request	FY 2020-21	Library Director
	Investigate ways to better advertise programs to reach a wider number of residents	FY 2020-21	Library Director

Goal 3: 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 are prepared to educate patrons by learning about the resources themselves through trial, webinars, classes, etc.	FY 2020-21	Children's, YA, and Reference Staff

Goal 3: To strengthen current and seek out 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 increasing number of patrons moving to Southwick to inform them of the library's services		FY 2020-21	Library Director
	Connect with home school programs in the local area by facilitating the use of the community room and developing resources for them		FY 2020-21	Library Director/Children's Librarian/YA Specialist
	Connect with STR school board/admins to better understand their program offerings and work collaboratively		FY 2020-21	Library Director/Children's Librarian/YA Specialist