

Goal I: Comprehensive Collections

Melrose Public Library has collections that reflect depth and breadth of topics, a wide range of formats, and current material as well as standard works.

Objectives for FY2021	Actions	By Whom	Outcome
Increase awareness of Overdrive/Libby.	<ol style="list-style-type: none"> 1. Spotlight Overdrive/Libby in all forms of public messaging (newspaper, social media, etc.) 2. Ensure that all staff are conversant with each product and can promote in-person to patrons 3. Promote through checkout receipts and email messages, including easy links 	<ol style="list-style-type: none"> 1. Assistant Director 2. Reference/Technology Librarian 3. Circulation Librarians 	Every patron who checks out an item or reviews our offerings has an opportunity to better understand Libby.
Ensure access to diverse collections for all patrons.	<ol style="list-style-type: none"> 1. Perform diversity audit on specific areas of collection; address areas of weakness, including advocacy for funding as needed. 2. Assess specific language needs through demographic information and in-person requests. 3. Determine the best way to offer materials in different languages, including all formats 	<ol style="list-style-type: none"> 1. Collection managers 2. Language collection manager 3. Technical Services Department 	Through assessment and enhancement with an eye towards diversity and inclusion, the collection will be stronger, better reflecting the community.
Make Melrose Historical Collection more accessible to the public.	<ol style="list-style-type: none"> 1. Inventory vertical files, weed, and index collection 2. Digitize high priority areas of collection; add to Internet Archive 3. Promote in house and on website 4. Catalog recent donations 	<ol style="list-style-type: none"> 1. Local History Librarian 2. Local History Librarian 3. Circulation Librarians 4. Technical Services Department 	All users will be aware of our holdings, and able to easily access them with lower impact to delicate resources.

<p>Popularize the lesser known museum passes.</p>	<ol style="list-style-type: none"> 1. Advertise through all library channels, including print, social media, and direct marketing at library programs and outreach events. 2. Review 2019 survey responses for relevant feedback 3. Assess cost of offerings in relation to usage statistics 4. Weed low-performing passes and add new offerings 	<ol style="list-style-type: none"> 1. All departments 2. Library Director 3. Office Coordinator 4. Library Director and Office Coordinator 	<p>More patrons will be aware of and utilize our museum passes.</p>
<p>Introduce a Library of Things</p>	<ol style="list-style-type: none"> 1. Assess items already in MPL's system, such as Kill-A-Watt meters, that should be included 2. Review 2019 survey results to see what items may be useful 3. Seek supplemental funding sources for new items 4. Where appropriate, have workshops introducing items and how they work, and expand book and a/v collection to include instruction on relevant items 5. Publicize in the community, including online and popup library events 	<ol style="list-style-type: none"> 1. Technical Services staff 2. Library Director 3. Library Director 4. Adult Services Librarian/Collection managers 5. Various staff 	<p>Residents will engage in lifetime learning through a new model of collections.</p>

Goal II: Diverse Services

Melrose Public Library offers programming, hours, and technology resources that reflect the current lifestyles of residents and publicity that actively reaches out to and engages with the community.

Objectives for FY2021	Actions	By Whom	Outcome
Implement cooperative “Melrose Celebrates Readers” initiative with local businesses to celebrate library users.	<ol style="list-style-type: none">1. Reach out to business owners for partners2. In Summer 2020, determine “deals” for library card holders from local businesses.3. In August, begin marketing initiative to public.4. Run program through September (library card sign-up month)5. Assess program for positive impact and possible annual continuation	1-5. Adult Services Librarian and Director	The library will be engaged with the community both as residents and business owners.
Expand technological offerings for personal use.	<ol style="list-style-type: none">1. Provide satellite access to library services to seniors at Milano Center.2. Identify funding sources for increased technology within library.3. Provide Chrome Books for homework use in the Children’s Room4. Add circulating equipment such as hot spots or laptops to the collection.5. Assess success of above activities; determine whether to continue.	<ol style="list-style-type: none">1. Reference librarians2. Library Director3. Reference Librarian/Head of Youth Services4. Reference Librarian/Technical Services staff5. Various staff/Library Director	Technology resources will be available for a wider range of patrons.
Offer story times/programming for special needs children to widen the circle of services offered by the CR.	<ol style="list-style-type: none">1. Develop varied list of special story times.2. Identify qualified presenters.3. Schedule story times at regular intervals throughout the year, and for varied age groups.	<ol style="list-style-type: none">1. Children’s staff2. Head of Youth Services3. Head of Youth Services	MPL will continue to move towards more diverse children’s programming.

<p>Increase patrons' access to the building and library services.</p>	<ol style="list-style-type: none"> 1. Assess best areas to increase library hours; review survey results. 2. Determine adequate staffing levels to effectively implement new hours. 3. Plan and implement any new work flows required to effect change. 	<ol style="list-style-type: none"> 1. Director/Assistant Director 2. Director/Assistant Director 3. All staff 	<p>Patrons will feel heard, and be able to come to the library when it is convenient for them.</p>
<p>Look at ways to match our services to new, younger and more ethnically diverse residents.</p>	<ol style="list-style-type: none"> 1. Plan and implement two "Welcome to MPL" sessions 2. Create, implement and assess new program series for Millennials 3. Consider needs of working people when scheduling programs 4. Intentionally incorporate multicultural authors and topics into programming. 	<ol style="list-style-type: none"> 1. Assistant Director 2. Adult Services staff 3. Programming staff 4. Programming staff 	<p>Current and new patrons will be able to easily access our programs and services.</p>
<p>Create and maintain library e-newsletter.</p>	<ol style="list-style-type: none"> 1. Determine best option for service delivery with pre-packaged newsletters that allow personalization. 2. Determine regularity of newsletter and standard content, such as information about local history collections and current programming. 3. Appropriately solicit and advertise to patrons 4. Include "opt-in" option on library registration form 	<ol style="list-style-type: none"> 1. Assistant Director and Youth Services Librarian 2. Library Director and Assistant Director with staff input 3. Various staff 4. Circulation Librarians 	<p>Patrons will be kept up to date on library services via email.</p>

Goal III: User-Centric Facilities

Melrose Public Library will strive to provide well-maintained facilities that are clean, welcoming, accessible, and contain appropriate spaces for staff and public, with a focus on user-centric design for libraries.

Objectives for FY2021	Actions	By Whom	Outcome
Highlight collections and services in a welcoming manner.	<ol style="list-style-type: none">1. Enhance use of social media to highlight specific collections / themed displays.2. Create a go-to location on each floor that highlights library activities.3. Maintain ongoing topical displays throughout adult nonfiction collections.	<ol style="list-style-type: none">1. Various staff2. Library Director3. Acquisitions Assistant	Patrons will feel welcomed and get a sense of our collections and services.
Ensure a welcoming user friendly experience for all who patronize the library.	<ol style="list-style-type: none">1. Improve wayfinding by creating interior map of the library.2. Replace outdated flyers/signs3. Improve handicap accessibility where possible4. Minimize use of highest and lowest shelving locations.5. Assess any feedback/changes in patrons' need for assistance.	<ol style="list-style-type: none">1. Reference librarian2. Office Coordinator3. Library Director4. Department Heads/page staff5. All staff	Patrons of all abilities will easily use and navigate the facility.
Improve planning and storage areas in Children's Room.	<ol style="list-style-type: none">1. Review current inventory of craft/game/reference materials; weed outdated items.2. Review storage options; add shelving/clearly label inventory3. Create staff planning space away from public	<ol style="list-style-type: none">1. Children's Room staff2. Children's Room staff3. Library Director/CR staff	Clean, efficient and organized space that encourages effective planning and presents attractive appearance for staff and patrons.

Goal IV: Superb Staffing

Melrose Public Library staff will engage in training opportunities that encourage excellent, professional library service. Staffing levels will be maintained and enhanced to allow time for direct patron interaction, program and service planning, and outstanding implementation of library services.

Objectives for FY2021	Actions	By Whom	Outcome
Seek training for all staff on online databases and resources offered from MPL.	<ol style="list-style-type: none">1. Provide introductory training on MPL databases to all staff.2. Provide an informative tour of the local history room to staff, including both resources offered physically, and those now offered digitally.3. Provide feedback to professional staff responsible for purchasing decisions regarding user-friendliness and ability to find information patrons need.4. Ensure all staff are aware of changes to databases/online resources as they happen.	<ol style="list-style-type: none">1. Technology Librarian2. Local History Librarian3. All staff4. Reference librarians	More staff are able to effectively assist patrons.
Create a tool that explains each person's/department's role in the library.	<ol style="list-style-type: none">1. Each staff member writes a personal "day in the life" description.2. Descriptions will be reviewed by and discussed with the Director.3. Descriptions for each department will be saved in a place accessible to all.4. Updates will be made when significant changes occur.	<ol style="list-style-type: none">1. All staff2. Library Director/staff3. Library Director4. Library Director	Staff will know more about what each person does, and what happens in each department, and will also know a few basics in case they need to cover.

<p>Learn about implicit bias and how it can impact customer service</p>	<ol style="list-style-type: none"> 1. Identify qualified instructor to conduct staff training session. 2. Ensure that all staff either attend staff training session(s) or receive the information provided. 3. Discuss ways in which implicit bias can be avoided in the future. 	<ol style="list-style-type: none"> 1. Library Director 2. All staff 3. All staff 	<p>Staff will provide excellent customer service to patrons of every background and ability.</p>
<p>Create time for collaborative off-desk staff work.</p>	<ol style="list-style-type: none"> 1. Ensure adequate funding for desk coverage, to allow for off-desk time. 2. Schedule regular meeting times for inter-departmental staff planning. 3. Staffing groups will attend topical trainings/webinars. 	<ol style="list-style-type: none"> 1. Library Director 2. Assistant Director 3. Various staff 	<p>Public services will be planned and implemented in an efficient and effective manner.</p>