Melrose Public Library, Melrose	FY2022
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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 FY2022	Actions	By Whom	Outcome	Updates
Continue awareness of Overdrive/Libby and Hoopla.	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	1. Assistant Director, with input from various departments 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.	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	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.	

	languages, including all formats			
Make Melrose Historical Collection more accessible to the public.	1. Inventory vertical files, weed, and index collection 2. Digitize high priority areas of collection; add to Internet Archive 3. Ensure front desk staff are aware of the scope and features of the collection. 4. Promote in house and on website 5. Catalog recent donations 6. Review the cost of, and material preparation needed for, digitizing local newspapers currently on microfilm with select vendors.	1. Local History Librarian 2. Local History Librarian 3. Local History Librarian 4. Circulation Librarians 5. Technical Services Department 6. Local History Librarian	All users will be aware of our holdings, and able to easily access them with lower impact to delicate resources.	
Popularize the lesser known museum passes.	1. Advertise through all library channels, including print, social media, and direct marketing at library programs and outreach events. 2. Assess cost of offerings in relation to usage statistics 3. Weed low-performing passes and add new offerings 4. Create flyers for museum passes of interest to kids/families.	1. All departments 2. Office Coordinator 3. Library Director and Office Coordinator 4. Head of Youth Services	More patrons will be aware of and utilize our museum passes.	

~~Introduce a Library of Things~~	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. ~~Ensure staff are aware of any relevant policies related to these items.~~ 5. ~~Where appropriate, have workshops introducing items and how they work, and expand book and a/v collection to include instruction on relevant items~~ 6. ~~Publicize in the community, including online and popup library events~~	1. ~~Technical Services staff~~ 2. ~~Library Director~~ 3. ~~Library Director~~ 4. ~~Circulation Librarians~~ 5. ~~Adult Services Librarian/Collection managers~~ 6. ~~Various staff~~	~~Residents will engage in lifetime learning through a new model of collections.~~	NOTE: This item has been tabled. Consideration of current items will still happen, and we will think about location for a Library of Things as we move forward with the renovation project.

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 FY2022	Actions	By Whom	Outcome	Updates
~~Implement cooperative "Melrose Celebrates Readers" initiative with local businesses to celebrate library users.~~	~~1. Reach out to business owners for partners~~ ~~2. 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.~~	This has been tabled until the renovated library is opened, to allow businesses more COVID recovery time, and allow library staff to focus on needs of the next year. We hope that it will be a true celebration of Melrose readers when it happens!
Expand technological offerings for personal use.	1. ~~Provide satellite access to library services to seniors at Milano Center, remotely and/or in person, depending on current safety protocols.~~ 2. ~~Identify funding sources for increased technology within library.~~ 3. Provide Chrome Books and other technology for lending to patrons, or for homework use in the Children's Room when possible.	1. Reference librarians 2. Library Director 3. Reference Librarian/Head of Youth Services 4. Various staff/Library Director	Technology resources will be available for a wider range of patrons.	1. Milano is not currently equipped for this. We will stay in touch about needs and options. 2. This will be wrapped into renovation, except as needed immediately.

	4. Assess success of above activities; determine whether to continue.			
Offer story times/programming for special needs children to widen the circle of services offered by the CR.	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.	1. Children's staff 2. Head of Youth Services 3. Head of Youth Services	MPL will continue to move towards more diverse children's programming.	
Increase patrons' access to library services.	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.~~ 4. Ensure versatility in programming access as physical programs resume; virtual options must be incorporated in planning. 5. Review and assess Homebound Delivery service with Council on Aging. Consider making changes to delivery system to maximize outreach.	1. Director/Assistant Director 2. Director/Assistant Director 3. All staff 4. Programming staff 5. Adult Services Librarian	Patrons will feel heard, and be able to come to the library when it is convenient for them.	2 – 3. It is not practical to implement increased hours just prior to entering temporary housing.

Look at ways to match our services to new, younger and more ethnically diverse residents.	1. ~~Plan and implement two "Welcome to MPL" sessions~~ 2. Consider scheduling programs during a wider variety of time frames to accommodate varying patron needs. 3. Intentionally incorporate multicultural authors and topics into programming.	1. Assistant Director 2. Programming staff 3. Programming staff	Current and new patrons will be able to easily access our programs and services.	1. This may be reconsidered depending on progress of pandemic and time allowed while planning for move.
Expand teen services through programs and outreach.	1. Develop programs that address teens/tweens' needs and align well with their schedules. 2. Re-establish and promote the Teen Advisory Group. 3. Work with schools to bring MPL resources to local teens in the classroom.	Teen Services Librarian	Teen/tween patrons will be familiar with library services, and will gravitate to the library as a source of community engagement and growth.	

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 FY2022	Actions	By Whom	Outcome	Updates
Highlight collections and services in a welcoming manner.	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.	1. Various staff 2. Library Director 3. Acquisitions Assistant	Patrons will feel welcomed and get a sense of our collections and services.	2. Thinking about the best way to implement this, specifically thinking about challenges in this facility and how they could be overcome in the renovation.
Ensure a welcoming user friendly experience for all who patronize the library.	1. Ensure that a friendly and welcoming atmosphere include phone interactions as well as in-person. 2. Improve wayfinding by creating interior map of the library. 3. Improve handicap accessibility where possible 4. Minimize use of highest and lowest shelving locations.	1. All staff 2. Reference librarian 3. Library Director 4. Technical Services/Dept Heads/page staff 5. All staff	Patrons of all abilities will easily use and navigate the facility.	

	5. Assess any feedback/changes in patrons' need for assistance.			
Improve planning and storage areas in Children's Room.	1. Review current inventory of craft/game/reference materials; weed outdated items. 2. ~~Create staff planning space away from public~~	1. Children's Room staff 2. Library Director/CR staff	Clean, efficient and organized space that encourages effective planning and presents attractive appearance for staff and patrons.	2. Meeting Room can be used for now; workspace planned for renovation.
Ensure a safe environment for patrons and staff.	1. Maintain knowledge of current health and safety protocols. 2. Implement recommended changes in current building, as possible.	Library Director, in conjunction with Health Director and DPW.	Patrons and staff will have a comfortable, safe experience while in the library.	We continue to monitor the pandemic, and make adjustments as appropriate.
Continue to offer digital cards to patrons who only need online access.	1. Formalize digital card policy and proceedures. 2. Ensure all staff are trained regarding the cards. 3. Ensure compliance with any relevant NOBLE policies.	Circulation Librarians	Meet patrons where they are at with their needs.	
Improve and update the Children's section of the website so it is a more current resource for families.	1. Assess what works, and what is lacking in current site. 2. Consider accessible design in pursuing changes. 3. Make updates, with a focus on easily	Head of Children's Services	Patrons will have user-centric design within their virtual library.	

	maintained design for ongoing improvements.			
Maintain Teen Zone and promote a respectful balance between teens and other occupants of library space.	1. Establish and maintain fixed "group space norms" white board in Teen Zone. 2. Provide staff guidance for interacting with teen/tween patrons when teen librarian is unavailable.	Teen Services Librarian	Teen/tween patrons will recognize the library as an inclusive space and feel comfortable and welcomed in the building.	

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 FY2022	Actions	By Whom	Outcome	Updates
Seek training for all staff on online databases and resources offered from MPL.	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	1. Technology Librarian 2. Local History Librarian 3. All staff 4. Reference librarians	More staff are able to effectively assist patrons.	

	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.			
Create a tool that explains each person's/department's role in the library.	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.	1. All staff 2. Library Director/staff 3. Library Director 4. 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.	1. Director is working on a standardized form to assist with this process.
Learn about implicit bias and how it can impact customer service; use new knowledge to improve public service.	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.	1. Library Director 2. All staff 3. All staff	Staff will provide excellent customer service to patrons of every background and ability.	1. Nov '21 City training will be assessed for rollout at library.

Create time for collaborative off-desk staff work.	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.	1. Library Director 2. Assistant Director 3. Various staff	Public services will be planned and implemented in an efficient and effective manner.	1. In FY22, the salary budget was increased to include all benefitted staff at full-time hours, and all part time staff at actual hours worked, leaving more leaway in the budget. 2. Dept Heads should work with Asst. Director to achieve.
Continue to process circulation of materials in relation to best practice safety measures regarding COVID/post COVID period.	1. Maintain knowledge of best practices both through the local Health Director and state/national library resources. 2. Adjust practices as current standards evolve.	All staff.	Staff and patrons will experience safe library services.	Materials are currently circulated as per the current knowledge of science related to COVID.