

Plainville Public Library
Long Range Plan 2021-2026



By the Trustees of the Plainville Public Library
and Library Director, Melissa Campbell

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Introduction

In the spring of 2020, the Library Director and Trustees of the Plainville Public Library began planning the process for the development of a new long range plan. The planning process is part of our ongoing commitment of service to the community. Our aim is to identify and review community needs for library services, to evaluate present services and facilities in relation to these needs, and to identify improvements and new services that will fill those community needs. We seek to produce a working document of well-defined goals and objectives that will guide the library through the next five years.

Methodology

The Board of Library Trustees and the Library Director met to start the planning process in March of 2020 since this was something we could do amid a pandemic. The Library director took on the responsibility of creating the Community Description and the Library Description, and creating a Library Survey. The Trustees completed a SWOT analysis. The Survey was approved the Library Trustees in September 2020 and was posted to the town for three weeks through the website. Information was collected and analyzed as seen in the Appendices. The group moved forward with identifying the Library Service Roles and modifying our current Goals and Objectives to the analysis of the surveys in order to best meet the needs of our town within our limited budget and staffing levels.

Vision Statement

The Plainville Public Library will be an essential public asset for the informational and recreational needs for the townspeople of Plainville, which will exceed their expectations in every way. The library will enrich, empower, and educate our community in varied and suitable formats in an environment that is welcoming, clean, safe, comfortable and user-friendly.

Mission Statement

To provide the greatest possible access to the widest range of resources for all the residents of Plainville; to satisfy the diverse reading needs and interests of the community; to promote reading and literacy; to foster learning and lifelong education; to encourage the natural inquisitiveness of each individual; and to treat each person with dignity and respect.

Community Description

Plainville is a characteristically rural community though it has been part of a steadily expanding suburban growth between Boston and Providence for many years. Plainville is situated 14 miles from Providence and 30 miles from Boston, and forms the southwest border of Norfolk County. Plainville is bordered by Foxboro to the east, North Attleboro to the south, Cumberland, Rhode Island to the west and Wrentham to the north. Plainville is 11.1 square miles of woodlands and commercial area with .5 square miles of water with three major river basins, two lakes and many ponds and streams, which contribute to scattered wetland areas.

Plainville's population according to the 2020 census is 8264; a 20% increase in ten years. Plainville is the 16th overall fastest growing town in Massachusetts from 2010 to 2017 (per MassLive.com). The current population is 90% White (down from 94% in 2000), 3% Asian (inc. Asian Indian), 4.9% Latino, and 4.2% Black. Nineteen percent of the population is under age 18. Nineteen percent of the population is over the age of 65. There are 3,727 households in Plainville, of which 70% own their homes and 30% rent, which reflects the increase in rental units available. Eighty nine percent of the population stays in Plainville for over 5 years. The median household income in Plainville is \$93,388

Well over half of the population over the age of 25 has a college degree or at least some college. Over 94% of those who commute to work drive alone with an average commute time of 30 minutes. The unemployment rate is 8%. Nearly 4% of the population lives below the poverty line.

The town of Plainville is served by two elementary schools: the Anna Ware Jackson for grades K – 3 and the Beatrice H. Wood for grades 4-6. The King Philip Regional school system houses grades 7-12 at two schools located in Norfolk and Wrentham. There are a total of 719 local students; 61 in preschool, 85 in kindergarten, 573 in grades 1-6. Then the students move on to the Regional School District, where there are a total of 735 in grades 7 and 8, and 1,244 in High School. Students also attend Norfolk Aggie, Tri County Regional Vocational Technical, Foxboro Charter, Benjamin Franklin Charter, Bishop Feehan and St. Mary's Mansfield, and St. Mary's Sacred Heart.

The town has a very vibrant Senior Center with many programs and events for seniors. The Municipal Complex comprised of the new Town Hall and Public Safety Buildings was completed in 2019 and built around the Library. The town does have a website for town information but the town is perceived as not being on the cutting edge of technology.

There is a retail area at the junction of routes 495 and 1, along with the Plainridge Casino and horsetrack. There has been considerable build up in recent years along routes 106 and 152 featuring many small businesses and retail operations. But the town is still haunted by the possibility of toxic materials from the landfill and old Engelhard plant. Sources of water and pump stations continue to be a source of worry as well, as the quantity does not allow for maximum build out at this time. There may be opportunities in the town with the possibility of the revitalization of the downtown area with the An Unlikely Story Bookstore being the cornerstone, and tournament use of the Field of Dreams.

Plainville Public Library History

In late 1906 the Plainville Public Library was established in an unoccupied room in the new school building. Early records indicate that the library began with 500 volumes and 100 borrowers with an annual circulation of 4,000. In 1920 the library was moved to the "Brick House" as 199 South Street due to the growth of both the school and the library. The Plainville Public Library remained in this building until 1930 when it was moved to the town owned 800 square foot building then known as the "Slack House", formally a home built in 1730.

It became clear by the 1970's that the library was not large enough to adequately serve the growing population of Plainville. After several attempts to build a new library failed, a Library Building Committee was established in April of 1986. On April 16, 1987 residents voted unanimously to build a new library, to be funded by a bond issue. In July of 1987 the contract for a 7,200 square foot building was awarded to Richard Schoenhardt of Connecticut. The site chosen for the new library was located on the front lawn of the Wood School, approximately 1 mile from the center of town. Due to skyrocketing costs of construction, the original library design was revised several times and additional money was sought. One of these changes was the elimination of a 730 square foot all-purpose meeting room.

Ground was broken for the new library in May 1988 and the exterior of the building was completed in March of 1989. On November 19, 1989 the new Plainville Public Library opened its doors to the public. The new building is a one-story brick structure with three wings. The adult wing houses the adult and young adult collections. The central part of the building includes a reading area, periodicals, and circulation desk. The Children's wing is separated from the other areas by acoustical windows and doors lending to an airy and open atmosphere. The staff area includes a work room, service area, a small conference room and the director's office.

The final 6,650 square foot handicapped accessible building was projected to accommodate the library through the year 2000 allowing for a collection of approximately 28,000 books and audio-visual materials. Our current collection exceeds that amount. New furniture and electric connections to house computers for public internet access was added in 1999. New shelving was added to house the growing collection of video and audio materials in 2004. We added free wireless access to the library in 2007. Public Computers are housed in front of the circulation desk. The site did allow for a future addition of a 730 square foot all-purpose room and a 3,000 square foot room attached to the adult wing, but with the new municipal complex around us much of that may not be possible now.

Library Description

Trustees

The library is a department of town government governed by an elected three member Board of Library Trustees. The Board authority is derived from Chapter 78, Section 10 and 11 of the Massachusetts General Laws. Section 10 states in part that: "The board shall have the custody and management of the library ... and all property owned by the town relating thereto. All money raised or appropriated by the town for its support and maintenance shall be expended by the board, and all money or property which the town may receive by gift or bequest ... Shall be administered by the board ..." Responsibility for the library management, collection development, and provision of library services to the public is delegated by the Board of Library Trustees to the library director. Plainville now has a charter which has changed all employee and hiring and firing responsibilities to the Town Administrator.

Staffing

The Plainville Public Library is staffed by 1 full time Director and 6 part time positions, one of which is currently vacant. The staff is a total of 4 Full Time Equivalents, based on a 35-hour work week. The professional library director plans, organizes and manages all aspects of library services in conformity with policies established by the Board of Library Trustees, regulations of the Massachusetts Board of Library Commissioners, and the laws of the Commonwealth of Massachusetts. Other positions are the Associate Librarian, in charge of all technical services; Children's Librarian; Library Technician II, in charge of all aspects of circulation and interlibrary loan, and 2 Library Technician I positions, which serve the circulation desk. The Page position is currently vacant. All staff are encouraged to attend workshops offered by MLS or SAILS as they feel fit into their schedule and needs. There shall never be a time when less than 2 people are in the building at any given open time. Volunteers are used occasionally to perform non-professional tasks.

Hours

The library is currently open 40 hours per week September through May and open 36 hours June through July. The hours are (barring pandemic) Monday and Wednesday 10-8pm, Tuesday 10-5pm, Thursday 10-2pm, Friday 1-6pm and Saturday 10-2pm. We are closed Saturdays in the summer.

Collection and Usage

The collection as of June 2020 consists of 42,729 local items and 57,816 digital items (see chart 1). We have continued to add new formats as technology changes. Our customers have access to downloadable e-books and e-audio through our membership in the SAILS Library Network. There is also access to the statewide databases and online periodicals. The Commonwealth Catalog allows us to search the majority of libraries in Massachusetts to find items for our customers. The library collection is up-to-date and actively used by our customers. Weeding and inventory takes place on a regular basis. Orders are placed on a regular basis under the MHEC Purchasing Cooperative. Our collection includes books, DVDs, video games, music cds, books on cd and tape, cd-roms, videogames and magazines for adults and children. Specialty Kits are available in the children's room. The Library of Things includes Karaoke machine and discs and hotspots. We are full participants in the SAILS Library Network and recognize that sometimes our needs can be met from other libraries. The library currently has 1 public catalog computer and 3 internet access computers. The library offers at-home access to eAudio and eBooks and access to the statewide and regional databases of periodicals and reference information through the SAILS catalog for easy access. We offer online access to CreativeBug,

BookFlix and Teachables. As the pandemic wears on we have added the free opportunities many companies are offering to our customers for at-home access to materials.

Our Fiscal Year 2020 circulation was 72,796. We have a circulation per capita of 7.3 items, a number which has been impacted by the Covid19 pandemic which started in March of 2020. Thirty five percent of our onsite circulation was to residents of other towns in Massachusetts, the majority of those from North Attleboro (20%) and Wrentham. Interlibrary loan continues to meet the needs and demands of our customers as we see over 22,000 items coming in and going out for patrons. The Plainville Public Library has 5,606 library card holders, of which 4,427 live in Plainville, which means 44% of the Plainville population have library cards. We average 24 new library cards a month.

Policies

The library has a set of policies in our Staff Manual, now in our Staff Drive. Policies include Public Service Policy, Donation of Materials on Permanent Loan Status, Use of Building and Conference Room, Computer User Agreement and Internet Use Policy, Behavior Policy, Unattended Children Policy, Privacy Policy, Selection Policy, Donation of Materials, Fax Machine Policy.

Funding

The Plainville Public Library received a large 9.2% increase for FY17 in order to finally restore 4 hours on Fridays that was lost in 2010. Fiscal Year 2018 saw a minor increase of 1.6% and 5.1% in FY19 in order to be open 40 hours a week to satisfy the Hours Open Requirement for MBLC State Aid for the next population grouping as we are rapidly approaching 10,000. But FY20 saw our budget static as the town grappled with fiscal issues. The Library has a revolving account for fine money collected. The Library also became a Passport Agent in FY17 in order to raise funds for maintenance of the building and library services. Lost or damaged items paid for are deposited in a special line item with the Friends of the Library and are used to purchase replacements or new books. We also collect money for faxing and printing which is used to purchase paper, toner, ink and other technology items.

Publicity

The Plainville Public Library has a very active website and online calendar and fully takes advantage of SAILS offerings for emailing customers notices of coming due books, and holds. We have a monthly email newsletter, Facebook page, send regular press releases to local papers, and local cable. We have multiple bulletin boards in the building to advertise local events, library events, museum passes, and other information.

Programming

The library has a very active children's room with multiple storytimes a week for ages 0-5. Additional monthly programs include Lego Club, Reading Therapy Dog, once a month family Saturday programming. Our summer reading and school vacation programs offer a minimum of three programs a week with differing age groups. We do not currently offer many adult programs due to the limited space of the conference room. But we do have a crafting club and a Senior Book Club which meets off site. We support our community by collecting Toys for Tots, food for the food pantry and glasses for the Lion's Club.

Compliance with State Minimum Standards

The Commonwealth of Massachusetts provides annual State Aid Grants to public libraries, which meet minimum standards and funding requirements. This program is administered by the MBLC. (www.mlin.org) Full regulations can be seen at <http://mblc.state.ma.us/mblc/laws/code/605cmr4.php> The Plainville Public

Library is open more than 25 hours including some evening hours, spends more than 19% of its budget on materials and employs trained personnel. And we are already meeting the 40 hours a week requirement for the next population grouping.

Plainville Public Library Service Roles

The Plainville Library is seen as a place for townspeople to take pride in. The Library has a good reputation for programming for children as we do have people who come from out of town for our programs. We may want to investigate the possibility of children's programming in the evening, so those with working parents can attend. We may also want to evaluate programming for older children. The children's collection should be kept strong as the library does focus on early literacy and helping children with school or homeschooling materials. We should look at using the Town Hall meeting space for programs in the future.

People do love that they have access to the SAILS Library network so that they can order any items they desire. But some mentioned there is a wait for newer items in person and online. The library should continue to focus on obtaining new and popular items to satisfy the recreational needs of our customers. We feel that many users are savvy enough to use the library catalog from home to request items and come into the library to pick them up. As 96% of those surveyed said they have internet access at home, the library should continue with a strong online presence and catalog, pushing the 24/7 capability of the system and return boxes as many mentioned that the open hours of the library were not satisfying. Continuing the outside pick up of items has been popular during pandemic and should be looked at to continue.

Based on the Customer Survey and SWOT Analysis, the Trustees and Director of the Plainville Public Library have decided upon the following four service roles into which the top 8 possible service areas presented on the customer survey were placed.

Current Topics and Titles: *A library that provides Current Topics and Titles helps to fulfill community resident's appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.*

Stimulate Imagination: reading, viewing, listening for fun

Library as Commons: *A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues*

Know Your Community: community resources and services

Comfortable Place: Physical and Virtual

Formal Learning Support: *A library that offers Formal Learning Support helps students who are enrolled in a formal learning program of education or who are pursuing their life education through a program of homeschooling to attain their educational goals.*

Success in School: homework help

Create Young Readers: early literacy

General Information: *A library that offers General Information service helps satisfy the need for information and answers to question a broad array of topics related to work, school and personal life.*

Make Career Choices: job and career development

Satisfy Curiosity: lifelong learning

Connect to the Outside World: online access

Appendix I
Community Survey Analysis

Over a period of three weeks of the surveys being available online through links on our website and Facebook, we received 52 responses. The responders were from a wide range of ages, but the majorities were from families with children at home. Ninety-seven percent of those said they have internet access at home. Most homes also had 1-3 library cards between all household members. 57% of people say they use the library, online or in person, at least once a week. Another 27% say they use the library once a month. The main reason for not using the Plainville Library is our hours with 68% using that as something that prevents them from using the library.

The most popular things to use at the library in order are:

	Response Rate	# of responses
Books	92.20	58
Movies	54.60	42
Museum Passes	52.80	33
Friends book/Puzzle Sale	40.40	23
Children's Programs	35.80	20
Download ebooks	24.60	16
Video Games	23.10	15
Music	19.50	14
School/education	18.50	12
Audiobooks	15.40	10
Photocopier/fax	7.70	5
online databases	7.70	5
Studying/tutoring	6.20	4
Newspapers	4.60	3
Computers/Wifi	3.10	2

94% of respondents said the library building was either Good or Excellent in the condition. The 2 people who wrote Fair did not provide further explanation.

In answer to the question regarding what other programs you would like to see at the library, there were three replies for more adult/senior programming, like book club or speakers. Two calls for more preschooler programming, after work hours for working parents to bring their children. And one for reading programs for older kids.

Most people hear about library happenings through our website, although the responses were really across the board for Facebook, library newsletters, Friends newsletters, and newspapers, flyers in the library and word of mouth.

The survey respondents also wanted more hours, and specifically mentioned early morning, longer hours, open on Fridays, longer hours on Saturdays. Two wanted us to redesign the website, and wanted faster Wifi and for us to buy more books because she has to wait.

The survey also asked what we were doing well and the people love the access to SAILS and the ability to place items on hold and the amount of different items they can get from other libraries. They like our children's programs and said the staff was friendly and helpful. Three mentioned it was a place for the community to take pride in. "A place of not only library materials, but also a place to connect to the community. And simply a place to be proud of in town. The library looks beautiful inside and out. Keep up the good work!"

In regards to the service roles, the 7 most popular were:

Create Young Readers: early literacy - 27

Know Your Community: community resources and services -26

Success in School: homework help – 22

Satisfy Curiosity: lifelong learning – 21

Stimulate Imagination: reading, viewing, listening for fun – 19

Connecting to the Outside world: online access – 16

Make Career Choices: job and career development – 15

Appendix II

SWOT Analysis

Library staff, Friends of the Library and Trustees were asked to complete a SWOT Analysis of the library. A compiled list is below.

Library Strengths:

Programming
Staff
Collections (DVD)
Library Network
Parking
Supportive Friends Group

Library Weaknesses:

Limited Budget
Limited Hours
No large Meeting Room
Space concerns for collections
Lack of Young Adult programming
Limited staffing
Inter office communication is weak

Opportunities:

Raise awareness of Library
Continued expansion of collection
Technology/teach patrons technology
Wireless Printing
More adult programs
Grants
Social Presence online
Work with Bookstore
Offer online resources
Take home kits

Threats:

Budget/hours
Space
Economy/less donations
Internet
E-readers
No Meeting room
How to keep up with technology
Redbox
Bookstore

Action Plan 2022-25

Plainville Public Library, Plainville, MA	YEAR 2022-25
Melissa Campbell, Director, mcampbell@sailsinc.org	

Service Priority 1: Create Young Readers: early literacy

Goal :

The library will maintain our commitment to families with young children and we will continue to support literacy, and augment our programming which enhance literacy and reinforces family engagement.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Encourage young learners in areas of science, math, art and technology (STEAM) to prepare for school	Purchase related realia and materials to support programs Bring in specific outside STEAM programs	Ongoing 2x/year	Laura Laura
Provide weekend/evening children’s programming	Special Event one Saturday/evening a month	Year round	Laura, Staff
Continue Rhyme Time	Continue promotion to families with children 3 and under	Oct – May yearly	Laura
Develop developmentally appropriate activities to enhance school readiness	-Create gross motor area for babies -Change out tables of motor skills activities regularly -Rotate theme of Play with a Purpose space minimum of 6 times a year	ongoing ongoing ongoing	Laura Laura Laura
Expand open play opportunities at library	-Utilize outdoor space -Seek ways to utilize space better in children’s room -Utilize Town Park and Community Room at Town Hall	2022 2023 Ongoing	Laura Laura, Melissa Laura
Promote Healthy Eating and Food Literacy	-Create Programming using MyTable.org and other resources -Identify and purchase food manipulatives to add to “Play with a Purpose” space and for checkout -Create special display of food related titles	2024 2024 2024	Laura Melissa Laura

Service Priority 2: Comfortable Place: Physical and Virtual

Goal:

The Library will be a facility that is welcoming to all and will be a hub for the community utilizing current technologies

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Maintain the physical condition of the library	-Maintain Maintenance Plan -Exterior Painting -HVAC replacement -Rug Replacement	2022-25 2023 2022 2025	Melissa Facilities Dept Town Facilities
Ensure Library Policies are up to date	Review one policy at each trustees meeting	Ongoing	Trustees and Melissa
Promote eBooks	-Offer classes at Senor Center -Offer drop in tech help -Add additional titles	2022-25 Monthly Monthly	Melissa
Maintain online and social presence	-Update webpage each week -Post on Facebook at least 4 times a week -Cross post to Instagram -Explore newer social platforms such as TikTok	Ongoing Ongoing Ongoing 2023	Melissa, staff
Utilize digital images	-Continue Instagram and Pinterest -Use wigets to create rotating event scroll box on website	ongoing	Melissa
Enlarge Library of Things	-Obtain LOT management software -Add things to software -Promote to public -Purchase items to add to collection including cooking items	2022 2022-23 2023 2023-4	Melissa Suzanne Melissa Melissa
Better use of space within library	Utilize new storage space at new town hall Repurpose shelving to where needed Create study nook Create YA appropriate seating area Purchase Flex-style furniture	Ongoing 2022 2022 2023 2023-4	Melissa Friends

Goal:

To establish the library as a community center for the purpose of supporting the town's social, cultural, educational and recreational activities.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Create community opportunities to work together towards a common goal	<ul style="list-style-type: none"> -Identify Local charitable giving events -Partner with local bookstore -Create logo for “donate now” -Have a Spring Cleaning with Meaning Event -Continue partnership with Living Bread Food Pantry for donations -Identify ways to help with food insecurity in town -Reach out to YMCA to find opportunities to work together 	<ul style="list-style-type: none"> ongoing 2022 2022 2023 2024 	<ul style="list-style-type: none"> Staff/Melissa Melissa/Staff &An Unlikely Story Suzanne Melissa &Friends Melissa Melissa
Provide a centralized place for non-profits to collect items	<ul style="list-style-type: none"> -Advertise the ability for groups to put collection boxes here -Ensure groups pick up items at the end of drop off period 	ongoing	<ul style="list-style-type: none"> Melissa Melissa
Become supporter of local businesses	<ul style="list-style-type: none"> -Allow bulletin board postings for local events at local businesses that benefit our customers -Reach out to local businesses to identify possible programming opportunities 	<ul style="list-style-type: none"> 2022 2023-5 	<ul style="list-style-type: none"> Melissa & Trustees Melissa
Promote abilities and services of other town departments	<ul style="list-style-type: none"> -Seek community policing programs -Engage firemen for storytime/truck exploration -Engage Police Resource Officer for bike safety rodeo -Reach out to King Philip Schools for Mental Health activities 	<ul style="list-style-type: none"> 2023 2023-4 2023-4 2023 	<ul style="list-style-type: none"> Melissa Laura Melissa Melissa
Expand ability to have programs and outside of the Library	<ul style="list-style-type: none"> -Request access to room booking visibility at Town Hall -Work with Recreation Department for programs at park 	<ul style="list-style-type: none"> 2023 Spring/summer 	<ul style="list-style-type: none"> Melissa Laura
Better Use of Space within the Library	<ul style="list-style-type: none"> -Utilizing storage space at Town Hall to fullest -Reconfigure existing spaces to meet the evolving needs of the community and collections 	<ul style="list-style-type: none"> Ongoing Ongoing 	<ul style="list-style-type: none"> Melissa

Service Priority 3: Success in School

Goal:

To strengthen cooperation between the public library and the school system and ensure we are meeting the needs of all students, including homeschoolers, in our community

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Establish a yearly meeting with Principals and/or Superintendents	Arrange meeting and investigate topics to discuss	2022	Melissa, Laura
Maintain Library cards for teachers program	-List of new teachers each year -Send minimum of 4 newsletters to teachers	2022-25	Melissa & Denise
Maintain an up to date collection and ensure it meets the needs of the curriculum	-Get input from teachers -Make list of projects students come in to work on	ongoing	Laura and staff
Restore ability for students to get free eBooks	-Keep Tumblebooks Subscription -Activate Public Library Connect with SORA for local schools -Promote use of BookFlix & Teachables	2022-25 2022 Ongoing	Melissa Laura

Service Priority 4: Satisfy Curiosity: lifelong learning

Goal:

The library will provide programs and resources for enrichment, education and exploration of ideas for users of all ages.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Provide at least 2 programs for adults each year	-Research topics and presenters -Ask for funding from Friends -Write Local Cultural Council Grants for performers	2022-25	Friends and Melissa
Grow Resources on Culinary Literacy	-Research & Purchase books and Library of things -Hold culinary programs for adults & children -Partner with kitchen space at An Unlikely Story -Partner with Cookbook author signings at An Unlikely Story -Broaden customer knowledge of spices and foods of various cultures	2022 2024 2024 2024-5 2024	Melissa Melissa Melissa & Julie Kinney Melissa

	-Partner with local businesses for “field trips” to orchard, farmer’s market, farm, community kitchen	2024	Melissa
Grow and maintain resources on careers and lifelong learning	-Weed collection as needed -Maintain Universal Class online database for lifelong learning -Investigate additional online databases -Promote BPL eCard resources	Ongoing 2023-24 Ongoing	Melissa, Suzanne Melissa Melissa
Promote Healthy Eating	-Purchase cookbooks -Seek nutritionist for programs -Partner with Senior Center for simple cooking ideas -Bring in WIC representative	2024 2023 2024 2024	Melissa Laura
Continue Pinterest Can’t Fail Club for adults & teens	-Find projects on Pinterest to do as a group one night a month -Promote/post meetings	Once a month	Melissa

Service Priority 5: Stimulate Imagination: reading, viewing, listening for fun

Goal:

The library will provide a strong and current collection of materials and resources to meet the need and interests of the customers

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Better the ability to recommend titles and read-alikes	-Create genre nooks at new book section -Utilize reviews inside books -Promote Novelist -Review cards inside books	2022 2022-25 Ongoing ongoing	Staff Staff Melissa Suzanne
Improve wait time for popular items	-Continue InDemand Collection -Purchase additional copy if more than 4 local holds on title	Ongoing	Melissa
Create interest in titles	Rotate book displays every 2 weeks in adult	Ongoing	Staff
Create consistency in labeling for better access	-Young Adult full name labels -Juvenile series labels -Call number fonts	2023 Ongoing Ongoing	Suzanne

Service Priority 6: The library will leverage funds to provide Plainville residents with a well-trained staff and trustees to provide needed services.

Goal:

To secure sufficient funding to meet library goals

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Maintain Library Certification Standards	Educate Finance Committee on monetary requirements	yearly	Melissa and Trustees
Open a dialog for upcoming building repairs with Town Administrator	-Speak with insurance inspector regarding upcoming issues -Town meeting articles for capital improvements	At inspection each year Spring each year	Melissa
Seek to add additional staff to support 40 hours open	-Add 8 hour a week Passport agent/library technician position -Expand hours of current staff if budget available	2022 2024	Melissa

Goal:

To develop the most effective Trustees, director and staff in order to meet the need of the community.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Complete annual written performance evaluation for staff and director	-Self evaluation -Meet with each staff individually to discuss goals and objectives	Spring	Melissa and Trustees
Increase use of volunteers	-Create list of special projects they can work on -Explore Senior Tax Work-off Program	Ongoing 2024	Melissa
Encourage staff to learn new things	-Encourage sharing at Staff meetings -Promote workshops to staff	ongoing	Melissa