

FY2017 GROTON PUBLIC LIBRARY ACTION PLAN

Approved, Library Trustees' Meeting, 11/19/2015

GOAL 1: Increase Visits to the GPL for Traditional Reasons (e.g., borrowing books and movies) and More Contemporary Purposes (e.g., IT help, Lifelong Learning, "Third Space").

Objective 1: Expand Patron Options with Improved Space Utilization

Action 1: Complete phase I of the space redesign project.

Action 2: Involve teens to help decorate and furnish the new teen space.

Action 3: Minimize disruption to patrons during space design implementation and keep them informed every step of the way.

Action 4: Start phase II of the space redesign project.

Action 5: Update and expand directional signage.

Objective 2: Expand Library Services to the Public

Action 1: Expand Sunday hours; first to fall, then to year-round.

Action 2: Expand office services and self-service.

Action 3: Explore digital collection offerings beyond what is currently purchased to ensure GPL is providing the best selections for patrons.

Objective 3: Improve Online Promotion of Library Services

Action 1: With MVLC, select a new Library Services Platform (LSP) to replace Evergreen.

Action 2: Use an LSP with linked data so that library results show up in Google search.

Action 3: Promote catalog links to GoodReads and NovelList.

Action 4: Set up Pinterest pages with links to catalog of good books to read, etc.

Action 5: Unless provided by future LSP, use Library Insight online bookshelves to create book lists, such as staff favorites, Massachusetts authors, etc.

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GOAL 2: Increase Circulation of Materials of All Types. Work to Counter the Decline in Circulation of Books (which remain the GPL's dominant media) While Transitioning to, and Facilitating the Use of, New Media.

Objective 1: Provide More Popular Materials & Provide Them More Quickly

Action 1: Order more copies of popular titles right away, before holds to accumulate. Use the purchase alerts for quicker, more responsive ordering to reduce wait times for popular titles.

Action 2: Focus collection development efforts into increasing purchases of popular books and materials.

Action 3: Increase budget allocation to "Download on Demand" of popular titles to library nooks.

Action 4: Allocate more funds (Endowment?) into purchasing OverDrive Advantage copies of e-books, e-audiobooks, and e-video to reduce long wait times for popular titles, and involve all key staff in the selection of network titles.

Action 5: Find and train new volunteers on item repair and mending.

Action 6: Pre-emptively buff CDs and DVDs with the highest circulations.

Objective 2: Make it Easier for Patrons to Find Good Materials to Borrow

Action 1: Weed collections of unused, dated, or unattractive materials.

Action 2: Increase merchandising of library materials.

Action 3: Provide more readers' advisory services in person and online.

Action 4: Add Wowbrary e-newsletter to highlight new purchases to patrons.

Action 5: Add a 'Hot Titles' collection and display.

Action 6: Return adult non-fiction organization to Dewey Decimal Call # order.

Action 7: Put new non-fiction near new fiction and non-fiction DVDs near feature films, in order to cross-promote items in the same area.

Action 8: Implement a personalized reading recommendations form for patrons.

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Objective 3: Respond to repeat & popular requests by patrons (survey or in person)

Action 1: Increase collection offerings for adults in the Children's Room.

Action 2: Simplify collection organization and shelving wherever possible.

Action 3: Increase loan period of TV series and non-fiction on DVD from 1 to 3 weeks.

Action 4: Improve way finding (signs/directions) to rear library parking lot.

Action 5: Involve GPL Department Heads in the annual review of the Policy Manual with the Trustees.

Action 6: Make it standard policy for staff to override and give patrons one additional renewal for non-new materials if there are no holds waiting.

GOAL 3: Increase the Connection of the GPL to the Groton Community, Including Pedestrians and Businesses in the Town Center.

Objective 1: Expand Library Outreach into the Community

Action 1: Participate in community events.

Action 2: Visit residential housing, the Council on Aging, and local clubs and organizations to promote library services.

Action 3: Be present and visible at important town events.

Action 4: Be more proactive in promoting homebound delivery service.

Objective 2: Improve Library Services and Support to the Community

Action 1: Increase partnerships with school libraries.

Action 2: Simplify procedures for booking meeting rooms.

Action 3: Post pre-created room setups online for groups to select, with room pictures.

Action 4: Brand GPL, with logo, slogans, design, fonts, etc. so anything we publish is visually associated at a glance with the library.

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Action 5: Redesign the website, with mobile friendliness or full mobile application.

Objective 3: Help Promote Walking and Biking in Groton.

Action 1: Increase bike-friendliness with a new bike rack and bike repair station behind the library.

Action 2: Investigate the possibility of installing a bike rack at the front of the library.

Action 3: Install a directional sign to the library on the bike path where it crosses Broadmeadow Rd.

Objective 4: Support Local Businesses & the Arts

Action 1: Continue to support the Krosslink group in the library for local entrepreneurs.

Action 2: Hold the annual Local Authors' Fair on "Small Business Saturday".

Action 3: Discuss ways to make GPL more patron-friendly by allowing food - tempered with the need to keep GPL clean, non-odorous, and unattractive to pests.

Action 4: Create a brochure of GPL's permanent art collections to explain the artist and work on our walls and the stories behind them.

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