



**Long Range Plan:
A Look Forward 2017-2020**

***Approved May 7, 2018 Library Board of Trustees
Amended and approved September 10, 2018 Library Board of Trustees***

**Weston Public Library
Long Range Plan:
A Look Forward 2017-2020**

Library Long Range Planning Committee

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Introduction

The Weston Public Library Long Range Planning Committee was formed in the spring of 2017 to review current services and provide input for planning for the next three years. The committee was comprised of one Library Trustee, one member of the Friends of the Weston Library, two Weston residents, and two Library staff members. Sandra Nelson's book, *The New Planning for Results: A Streamlined Approach*, published by the Public Library Association (2001) was used to guide the planning process.

The committee met first in May, 2017 to discuss current library programs and services via a SWOT (Strengths, Weaknesses, Opportunities, Threats) activity. The group also reviewed and discussed trends in libraries locally and nationally. Ideas generated at this meeting formed the basis for a community survey.

The community survey was made available to the public starting mid-May until the end of July. It was distributed at Library service points and posted on the front page of the Library's website. Book marks requesting feedback were left at service points and inserted into books on hold. Data collected from the survey was combined with the work of the committee to form the following program and service goals for the next three years.

At the second committee meeting in August, the group assessed the community needs and opportunities via a visioning exercise and reviewed responses from the community survey. The Library's Mission and Vision statements were reviewed.

Library Mission Statement

Adopted December 2, 1999

Approved December 9, 1999 Library Board of Trustees

Reaffirmed June 2, 2014 Library Board of Trustees

The mission of the Weston Public Library is to provide materials, resources, and programs for lifelong learning and enjoyment. The Library serves the entire community by making available collections on a broad array of subjects of interest to its patrons. It is a forum for the community, providing a welcoming and well-maintained facility for meetings, informal gatherings, lectures, and other cultural events. The Library collects and provides access to materials related to the history and governance of the town. The Library staff pursues new developments and opportunities in anticipation of our citizens' changing needs.

Library Vision Statement

Adopted July 15, 1999

Approved June 2, 2014 Library Board of Trustees

The Weston Public Library will be a resource center for lifelong learning serving the entire community. It will provide a welcoming environment in which to explore and enjoy the world of reading and information gathering, while promoting awareness of the services and materials available.

The Library will provide information, through both traditional and electronic means, on a broad array of subjects, with special focus on topic of interest to the townspeople. The staff will have the technical training and capacity to help guide the patron's search. The Library will constantly redefine its function regarding the uses of technology as a tool for providing library services.

The Library will be a forum for cultural activities, information, and ideas for people of all ages and ethnicities. It will serve as a location for meetings, lectures, and other cultural events, sponsored both by the Library and by other organizations affiliated with Weston. The Library will collaborate with like minded organizations to offer the best services and programming.

The Library will collect and provide access to material related to the history and governance of the town.

Our Core Service Responses

Goals and Objectives that were determined through the planning process by the committee and incorporation of the results of the Library survey.

GOALS WITH TIMELINES

Weston Art & Innovation Center (AIC)

Goal: Create the Weston Art and Innovation Center, a branch of the WPL

Timeline	Action Item(s)
By Dec 2017	Provide information as needed to inform citizens of vote at Special Town Meeting, November 2017
By Dec 2018	Work with private contractor and clerk of the works to undergo building and renovation process for the Old Library
By Dec 2018	Implement staffing plan which will include hiring an Assistant Director, part-time grant writer, and part-time custodian
By June 2019	Organize rules and operating procedures for the Weston Art and Innovation Center
By Dec 2019	Hire instructors and offer 5 or more classes around a particular area of interest
By June 2020	Expand class offerings as allowed by building capacity
By Dec 2020	Continue to expand class offerings and room rental reservations

BUILDING AND SAFETY

Goal: Improve parking lot accessibility and curb appeal

Timeline	Action Item(s)
By Dec 2017	Cooperate with the facilities department and private contractor on driveway alterations including the adaptation of the School Street entrance/exit, reshaping of the center island, new granite curbing installation, and sidewalk replacement

Goal: Increase security and improve visibility

Timeline	Action Item(s)
By Dec 2018	Install camera computer monitoring stations at service points giving librarians on duty a bird's eye view of areas which are out of sight line
By June 2019	Attach emergency escape tools in areas of the library where patrons could be trapped in an emergency and otherwise unable to escape the building
By Dec 2019	Install panic buttons at service points so that librarians can call Weston PD for emergency assistance without picking up the

	phone
By June 2020	Install additional cameras in parking lot to capture license plates of exiting vehicles
Ongoing	Annually revisit emergency procedures and techniques for dealing with difficult patrons with all staff

Goal: Add digital signage advertising events in the Library and Town

Timeline	Action Item(s)
By Dec 2017	Obtain a quote from IT department to add a digital sign
By Dec 2018	Install digital sign

Goal: Review interior and exterior signage

Timeline	Action Item(s)
By Dec 2018	Contact a sign company to obtain cost information to redo interior signage (i.e. update "audio-visual" to modern vernacular)

Goal: Create cozy reading space with SAD lamp

Timeline	Action Item(s)
By Dec 2018	Choose an area of the library and install a lamp that provides light therapy to combat Seasonal Affective Disorder. Create marketing materials and signage to advertise.

Goal: Explore whether it is feasible to add cane holders to service desks

Timeline	Action Item(s)
By Dec 2018	Patrons using canes often put them down when they approach a service point. Sometimes canes fall to the ground requiring the patron to pick them up from the ground. A hook or cane holder could alleviate this issue for elderly or disabled patrons.

Goal: Provide clearer parameters for quiet study space and conversation space.

Timeline	Action Item(s)
By Dec 2018	Explore adding additional tables or desks in the Reading Room
By Dec 2019	Review interior space, number of seats available, and furniture which could be removed or altered to provide more appropriate needed space
By Dec 2019	Determine if additional study rooms could be created in the existing space

By Dec 2019	Communicate changes to library patrons and to tutors
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Goal: Expand seating options

Timeline	Action Item(s)
By June 2019	Investigate cost to add extra bar seating in front of windows
By June 2019	Investigate cost to purchase floor cushions or seatbacks for use in the Youth Services area
By June 2020	Work with Facilities and/or DPW to determine if picnic tables could be added to the lawn during summer months if they could be secured with buried cement blocks or pads (like the charging bench) and could be removed for mowing or other situations

Goal: Provide charging station for electric vehicles.

Timeline	Action Item(s)
By June 2019	Investigate cost and feasibility of adding electric vehicle charging station to the parking lot at the new or old library

Goal: Preservation and Disaster Planning

Timeline	Action Item(s)
By June 2020	Create a disaster plan for WPL which allows for collection preservation and an action plan for the Library in the face of catastrophic weather event, such as Hurricane Sandy or Harvey

COLLECTION

Goal: Create larger and additional displays and book selection for the public

Timeline	Action Item(s)
By Dec 2018	Switch the New Books: Travel and the Current Quick Picks Bookcases as travel books can be identified by spine more easily and this will allow for more front facing display of Quick Picks
By Dec 2018	Purchase a book case or create a display for Book Group Selections where the public can take them instead of keeping them behind the counter where staff retrieve them. Create signage and leave copies of current reading lists.
By June 2019	Investigate larger display furniture (possibly on wheels that lock) to add to the central rotunda to create flexible display areas that can be moved as needed
By June 2019	Add another Quick Picks book shelf or display rack to expand the Quick Picks collection, adding multiple copies to create book store browsing

Goal: Expand the Library's collection to include more non-traditional items for lending.

Timeline	Action Item(s)
By June 2018	Choose five non-traditional items such as: Code-a-Pillar, soil testers, binoculars, digital microscope, universal adaptors, a cassette to digital converter, selfie stick, record player, film slide scanner, portable speaker, portable projector, label maker, stud finder, cookie cutter shapes, ice cream/snow cone maker, lap loom, ukulele, stencil kit, American girl doll, key board, corn hole
By June 2018	Create loan rules and add items to the Minuteman catalog
By June 2018	Train staff in procedures for checking out items
By June 2018	Market the new collection to the public
By June 2019	Add five additional items to the collection as warranted
By June 2020	Determine which items are not circulating and decide whether to do additional promotion or remove them from the collection
By June 2020	Continue adding items as space and demand allows

Goal: Explore alternatives to current digital services

Timeline	Action Item(s)
By Dec 2017	Evaluate whether the Zinio subscription list should be adjusted
By Dec 2018	Explore other digital platforms, such as Flipster, Kanopy, and Hoopla, to see which are used and recommended by other libraries
By Dec 2018	Add additional OverDrive/Advantage titles if possible
By June 2019	Work with Weston Media to create podcast PSA's advertising of library platforms and services

SERVICE(S)

Goal: Add technology improvements

Timeline	Action Item(s)
By Dec 2017	Purchase and install a new book scanner for the public
By Dec 2017	Purchase and install portable phone charging units
By Dec 2017	Review phone messages and re-record as warranted
By June 2018	Purchase and install a new printer for the Circulation Department

Goal: Consider combining Circulation and Reference Desks to One Service Desk

Timeline	Action Item(s)
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By June 2018	Determine and delineate basic level of service to be performed by all staff
By Dec 2018	Move the Reference computer to the Circulation Desk. Close the Reference Desk.
By Dec 2018	Determine how to use former Reference Desk space, additional displays? Digital signage? Additional study room space?

Goal: Expand Readers' Advisory

Timeline	Action Item(s)
By Dec 2017	Create book marks of "Suggested Reading" listing titles to accompany book displays.
By June 2018	Collect book recommendations from patrons and publish suggested titles to FeastonBooks blog.
By Dec 2018	Explore the idea of offering "Summer Reading" program for adults
By June 2019	Explore expanding Readers' Advisory by personalizing the service and feasibility of adding a form to the website that patrons can submit and receive personalized reading lists.

Goal: Expand Readers' Advisory

Ongoing	Record biannual podcasts of staff recommendations for Weston Media to publish and disseminate
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Goal: Provide Library Tours by Librarians

Timeline	Action Item(s)
By Dec 2018	Establish schedule and script for periodic tours for new residents or anyone interested in learning about how the Library is organized and how to locate items in the collection – could be done such as "Book a Librarian"
By Dec 2018	Create posters and bookmarks advertising this service

Goal: Offer a one day walking story to promote family friendly health, fitness, and literacy

Timeline	Action Item(s)
By June 2019	Youth Services librarians choose a story or stories to laminate on walking trail for one day story time walk (with parent or guardian) in the shared field with Recreation and COA. Laminate pages and attach to posts with assistance from custodians. Expand to additional days or stories as warranted.
By June 2020	Youth Services librarians choose a story or stories to laminate on walking trail for one day story time walk (with parent or guardian) in the shared field with Recreation and COA. Laminate

	pages and attach to posts with assistance from custodians. Assess feasibility of offering a multiple stories over a certain period of time, i.e. one story per week.
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Goal: Provide additional stories for children

Timeline	Action Item(s)
By June 2018	Determine if a blank phone line exists and if it can be turned into a "Recorded Story Line" where young patrons could call in and listen to librarian read a story.
By Dec 2018	Record a weekly reading of a story which will appeal to the targeted age group.
By Dec 2018	Promote the "Recorded Story Line" on the website and through marketing channels.

Goal: Provide storytime in Mandarin

Timeline	Action Item(s)
By June 2018	Identify a speaker of Mandarin who would be willing to read to children once per week on a volunteer basis (possibly a WPL's ESL tutor or student?) Survey other libraries for possible contact.
By Dec 2018	Create a flyer and advertise new storytime to parents and caregivers
By June 2019	Begin offering Mandarin storytime

Goal: Expand Movie License to provide additional variety for growing the "Film Club"

Timeline	Action Item(s)
By Dec 2018	Purchase an umbrella license from MPLC and create a series of film screenings around a particular theme or topic

Goal: Update website/user interface

Timeline	Action Item(s)
By June 2019	Solicit proposals and cost information from at least three web developers to revise website

COMMUNITY

Goal: Continue to promote the role of the Library in the community

Timeline	Action Item(s)
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By June 2019	Contact Weston Schools to see if there is interest in librarian participation in Career Day.
Ongoing	Participate in Citizens' Academy as program is offered by the Town
Ongoing	Accept and mentor 1-2 interns from Honors Government program at Weston Public Schools

Goal: Offer information sessions on using library platforms and services

Timeline	Action Item(s)
By June 2018	Partner with the COA to offer annual program on using library resources.
By June 2019	Partner with the COA to offer annual program on using library resources.
By June 2020	Partner with the COA to offer annual programs on using library resources.

Goal: Add a "Little Free Library" at the new playground adjacent to Town Hall

Timeline	Action Item(s)
By June 2020	Approach stakeholders in charge of playground at Town Hall to see if there would be interest in adding a "Little Free Library" there for children and adults in conjunction with Friends of WPL. A Weston high school teacher could be enlisted to organize students to do construction, perhaps even as a contest.

Goal: Explore interest in "Weston Reads" community program

Timeline	Action Item(s)
By June 2020	Building on the success of the non-fiction Book Club, determine if there is interest in promoting a community reads book for Weston around a focused topic such as history or a current event. Partner with the COA to facilitate this

PERSONNEL

Goal: Conduct staff evaluations

Timeline	Action Item(s)
By June 2018	Obtain and review job descriptions for all library staff
By June 2018	Evaluate all full time personnel
By June 2019	Department Heads evaluate all part time staff
By June 2020	Submit any necessary job description revisions for union approval

FRIENDS

Goal: Increase Friends' Board Participation

Timeline	Action Item(s)
By Dec 2018	Plan a function or gathering to reinforce connection with Friends and to solicit additional volunteers

Goal: Fundraising Ideas

Timeline	Action Item(s)
By June 2018	Talk to Friends' leadership to see if it would be feasible to add the Friends of WPL as an Amazon non-profit partner option so that patrons can donate a portion of their purchases to the Friends

Goal: Fundraising Ideas

By June 2019	Investigate whether it would be feasible to sell book bags, tshirts, aprons, or other WPL swag at the biannual book sales and other library events.
By June 2020	With increased volunteer participation, investigate whether there is sufficient support and interest in creating some sort of periodic bake sale, pop up café, or snack bar (retail space) for food and other items to sell