

# Watertown Free Public Library FY20 Action Plan

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## **Goal 1: The library will be a welcoming and engaging physical and digital destination for all users.**

**Objective 1:** The library will reduce noise levels.

**Objective 2:** The library will add private study areas.

**Objective 3:** The library will adapt to patron use of the physical space.

**Objective 4:** Library Administration and Trustees will evaluate library policies annually.

**Objective 5:** Library Administration will advocate for more parking.

**Objective 6:** The library will have a well-organized and user friendly website that complies with ADA accessibility standards.

**Activity 1:** The library will complete a website usability study by June 2020.

**Objective 7:** The library will offer options for patrons whose schedules make it difficult to make it to the library during open hours.

**Objective 8:** Administration will anticipate building maintenance issues typical of a 10-15 year old building.

## **Goal 2: The library will provide collections and services that meet current needs and anticipate future needs.**

**Objective 1:** Librarians will prioritize high demand and popular interest titles for purchase.

**Activity 1:** The Teen Department will purchase new, popular interest e-books concurrent with the publication date.

**Objective 2:** HATCH will maintain regular, posted hours of service.

**Objective 3:** Project Literacy will offer a range of options for learning English, developing literacy, and preparing for citizenship.

**Objective 4:** Librarians will develop a collection strategy to complement the collection development policy.

**Objective 5:** Adult Services will offer regular technology training for adults.

**Objective 6:** Public computers will be up to date and have the software that patrons need and want.

**Objective 7:** The library will provide services for patrons with special needs.

**Activity 1:** Library Insiders attendance will increase by 10% in FY20.

**Activity 2:** The Adult Department will host quarterly sensory friendly film screenings for participants in local special needs day programs.

**Activity 3:** Library staff will promote the availability of a large format tape label barcode on our library cards for our low-vision patrons.

**Activity 4:** The Children's Department will host monthly programs for children with sensory processing disorders during the academic year.

**Activity 5:** The library will provide CART services for large special events such as One Book, One Watertown author visits.

**Activity 6:** The library applied for a Massachusetts ADA improvement grant in October 2018 which included adding automatic door openers to the children's room, teen room, and Watertown Savings Bank Room. If these funds are not awarded the library will explore funding options to complete the project.

**Objective 8:** Librarians will be advocates of information literacy.

**Objective 9:** The library will curate a local history collection that considers Watertown's past, present, and future.

### **Goal 3: Patron interaction with the library will increase through varied forms of community engagement.**

**Objective 1:** The Community Engagement Specialist will adhere to a Social Media Strategy by July 2016.

**Objective 2:** Library staff will adhere to a WFPL Communications Style Guide.

**Activity 1:** The Community Engagement Specialist will complete a WFPL Communications Style guide by December 2019.

**Objective 3:** The Community Engagement Specialist will continuously identify media outlets that will reach different types of existing and potential library patrons.

**Objective 4:** The library will form collaborative relationships with local businesses and organizations in order to find out about new opportunities to engage the community.

**Objective 5:** Public service staff will participate in Watertown community events every year.

**Objective 6:** The library will cosponsor a program or event with at least one town department or organization at least once a year.

**Activity 1:** The Adult Department will cosponsor a program at least once per quarter.

**Activity 2:** The Children's Department will cosponsor a program or event with a local Coordinated Family and Community Engagement organization.

**Activity 3:** The Teen Department will continue to collaborate with Watertown Middle School to make WFPL summer reading program a WPS requirement.

**Objective 7:** The library will consider programming that is primarily for social engagement.

**Objective 8:** The library will create a staff messaging guide.

**Objective 9:** The library will work with other Town Departments for efficiency of town services.

**Objective 10:** The library will host annual fundraising events.

**Activity 1:** The library will host the 6<sup>th</sup> annual 5K Road Race in fall of 2019.

**Objective 11:** The library will participate in creating a town wide Community Calendar.

**Goal 4: The library will have an organizational culture that is innovative, participatory, and grows community leaders.**

**Objective 1:** Administration will advocate for robust staffing.

**Objective 2:** Library leadership will encourage innovation of service from all levels of staff.

**Activity 1:** Library staff will continue to explore and provide Equity, Diversity, and Inclusion staff education.

**Objective 3:** Library staff will receive training that inspires excellence.

**Objective 4:** Library staff will use 21<sup>st</sup> Century Skills as defined<sup>i</sup> by the Institute for Museums and Library Services (IMLS)

**Activity 1:** Library staff will develop a 21<sup>st</sup> Century Skills Guide that defines aspects of the IMLS definitions that are most important at the Watertown Free Public Library.

**Objective 5:** The library will always excel in the “core competencies” mentioned in this plan.

**Objective 6:** Library Leadership will identify development opportunities for staff members.

**Objective 7:** Library staff will know current library trends

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<sup>i</sup> “Museums, Libraries, and 21<sup>st</sup> Century Skills” [http://www.ims.gov/about/21st\\_century\\_skills\\_list.aspx](http://www.ims.gov/about/21st_century_skills_list.aspx) (September 9, 2015).