

Library Name: Morrill Memorial Library, Norwood, MA

**FY17
ACTION PLAN**

Director's Name: Charlotte L. Canelli <mailto:ccanelli@minlib.net>

Goal #1 – All ages of the Norwood community will have enrichment and cultural experiences at the library through library events and programs.

Objectives	Actions	Timeframe for Activity	By Whom
Provide targeted programs to all age groups including young readers and seniors.	<ul style="list-style-type: none"> Provide more daytime and hands-on programming, such as workshops. Provide programming designed for specific groups, such as seniors and Millennials. Continue to offer popular programs based on theatre, art, and practical skills. Explore an unconventional schedule for programming, such as off-site or on Friday evenings 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Expand story times and programming for under 5 years of age. Provide intergenerational programming. 	July 16-June 17	Children's Staff
	<ul style="list-style-type: none"> Continue to offer book discussions, journaling, and poetry workshops for seniors in our community. 	July 16-June 17	Outreach Staff
	<ul style="list-style-type: none"> Continue to partner with Norwood Senior Center Computer Club to provide monthly lectures to seniors Continue to collaborate with other library department to deliver technology programming to patrons of all ages 	July 16-June 17	Technology librarian Library staff
	<ul style="list-style-type: none"> Continue to provide effective trainings and programs for volunteer tutors and their students. 	July 16-June 17	Literacy Staff
Provide opportunities for people from the community to display and share elements of their culture and creative ability.	<ul style="list-style-type: none"> Continue to schedule use of 1st floor display cases for cultural and creative use. Publicize display case availability to increase awareness. 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Explore opportunities to incorporate cultural diversity into children's programming. 	July 16-June 17	Children's Staff
	<ul style="list-style-type: none"> The Literacy Harvest Dinner will be held for volunteers, students, and Friends of the Literacy Program to showcase the cultures, cuisines and languages of the students. 	Fall 2016	Literacy Staff
Provide and continually support the Literacy Program.	<ul style="list-style-type: none"> Collaborate between Children's and Literacy to develop a collection of Hi/Low books to provide continuous support tutors in the selection of materials. 	July 16-June 17	Children's Staff
	<ul style="list-style-type: none"> Continue to work with literacy to provide patrons with innovative literacy software. 	July 16-June 17	Technology Librarian, Literacy Staff
	<ul style="list-style-type: none"> Partner with Literacy to offer a family literacy event. 	Spring 2017	Children's and Literacy Staff
	<ul style="list-style-type: none"> Use BookLetters to showcase Literacy titles in conjunction with tutor training. 	Tutor training sessions FY17	Literacy Staff/Technical Services
	<ul style="list-style-type: none"> Continue to apply for the Massachusetts Literacy Volunteers funding. 	July 16-June 17	Literacy Staff
	<ul style="list-style-type: none"> Provide patrons with current information for Literacy programs. 	July 16-June 17	Circulation
Communicate with school personnel and encourage cooperation and collaboration.	<ul style="list-style-type: none"> Continue yearly meetings with school librarians to plan summer reading and NYRA. Reach out to preschools in the area for outreach visits. Utilize virtual backpack through school system and push mail lists to local preschools. 	July 16-June 17	Children's Staff

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

	<ul style="list-style-type: none"> Ask school librarians and kids to suggest books for leisure reading to display on a BookLetters page. 	Sep 16-May 17	Children's Librarians
	<ul style="list-style-type: none"> Continue to plan the Literary Lunch for Middle School students and senior citizens, and pursue other intergenerational opportunities. Continue to run the annual essay contest for the Norwood community. 	FY17 Ongoing	Outreach Staff
	<ul style="list-style-type: none"> Circulation chief and HS librarian will work together to provide information and services MML has for HS students. 	July 16-June 17	Circulation
Work with the Friends organization to promote the library's mission, vision and goals.	<ul style="list-style-type: none"> Market the Friends' organization through Children's Department e-News and informational emails. 	July 16-June 17	Children's Staff
	<ul style="list-style-type: none"> Support the Friends by offering suggestions about popular presenters for them to book. Explore the possibility of a Little Free Library to be maintained by the Friends; reach out to other library Friends group with successful Little Free Libraries. 	July 16-June 17	Adult and Information Services
Market library services within the library and through local newspapers, cable television, and personal visits in the community as well as library and community websites and library emails.	<ul style="list-style-type: none"> Continue to use professional design software and train more staff in its use. Continually update the website. Market "tours of library" to community organizations. 	July 16-June 17	All departments
	<ul style="list-style-type: none"> Post events to web site, Twitter, BookLetters etc. 	July 16-June 17	Reference, Technical Services, Technology
	<ul style="list-style-type: none"> Continue to market services through personal visits, bookmarks and flyers, cable television, and library website. Will pursue other options, such as the Senior Center Newsletter, Norwood Hospital, and Guild Medical Center. 	July 16-June 17	Outreach Staff
	<ul style="list-style-type: none"> The Literacy Department will continue to publish newsletters. Continue to participate in Norwood Day to promote Literacy services. 	July 16-June 17 Fall 2016	Literacy Staff and Graphic Artist Literacy Staff and Director
	<ul style="list-style-type: none"> Continue to take part in monthly NPATV library show. Tape one book discussion group with staff. Tape four author visits during the year. 	July 16-June 17 July 16-June 17	Library Staff Library Director
	<ul style="list-style-type: none"> Continue to use Canva to design visual marketing for use for engaging audiences on the library's social media platforms. Explore a Meetup.com subscription for the library to reach patrons not currently attending our programs 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Use the library's new Book Site subscription to promote library programs, services, and materials in creative ways to a digital audience 	July 16-June 17 (January FY16 launch)	Adult and Information Services

Goal #2 – The Norwood community and library staff will enjoy a well-maintained facility and welcoming community space.

Objectives	Actions	Timeframe for Activity	By Whom
Maintain the building interior through scheduled maintenance, updates and prompt repair.	<ul style="list-style-type: none"> Inform the Board of Library Trustees as to building interior needs. Attend regular Town of Norwood Capital Outlay meetings. 	Monthly July 16-June 17	Director

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

	<ul style="list-style-type: none"> Paint the picture book and storytime room. Update furniture. Work with a design team to better utilize the current space. Update the Children's Department computer table for greater visibility and work area. 	July 16-June 17	Children's and Custodial Staff
	<ul style="list-style-type: none"> Continue monthly reports to director and Board including current conditions and immediate or future repairs and to continually monitor all areas. 	Monthly	Custodial Staff
	<ul style="list-style-type: none"> Report issues or problems with the building promptly. 	July 16-June 17	All staff
	<ul style="list-style-type: none"> Move towards more ecofriendly cleaning products where possible. 	July 16-June 17	Custodial Staff and Director
Maintain the building exterior through scheduled maintenance, updates and prompt repair.	<ul style="list-style-type: none"> Inform the Board of Library Trustees as to building exterior needs. 	Monthly	Director
	<ul style="list-style-type: none"> Begin a process of being proactive rather than reactive to all maintenance issues to provide better conditions for staff and patrons and preserve the beauty of the physical building. 	July 16-June 17	Custodial Staff and Director
Maintain and improve the library's operating systems and equipment.	<ul style="list-style-type: none"> Inform the Board of Library Trustees as to building equipment needs. 	Monthly	Director
	<ul style="list-style-type: none"> Upgrade security system as necessary. Move towards a more ecofriendly building, utilizing LED lighting to lower energy costs. 	July 16-June 17	Custodial Staff and Director
	<ul style="list-style-type: none"> Continue to apply necessary updates to staff and public computers Replace aging public workstations Assist children's staff in adding Self-Checkout to Children's Room 	July 16-June 17	Technology Librarian
	<ul style="list-style-type: none"> Establish a priority system for product replacement, updates and repairs. 	July 16-June 17	Director and Custodian
	<ul style="list-style-type: none"> Report issues or problems with technology promptly. Fix or replace outdated technology for both staff and patrons. 	July 16-June 17	All staff
Annually evaluate and plan for future space and use needs, and explore the possibilities of a Planning and Design Grant for future renovation/expansion or reallocation of space.	<ul style="list-style-type: none"> Inform the Board of Library Trustees as to space needs/complaints for staff and patrons. 	Monthly	Director
	<ul style="list-style-type: none"> Work with Rosemary Waltos, MBLC Building Consultant, to be considered for design team program to utilize the Children's space. 	July 16-June 17	Children's Staff and Director
	<ul style="list-style-type: none"> Evaluate collection needs re: space and alter plan according to growth and/or reduction in print resources. 	July 16-June 17	All Department Heads
	<ul style="list-style-type: none"> Monitor how and to what extent physical space in the Adult Services/Reference area is being used. Monitor space use trends in other libraries. 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Investigate future space for circulation office. 	July 16-June 17	Circulation/Director and Trustees
Continue to provide the community with quiet study and reading space within the library.	<ul style="list-style-type: none"> Investigate the use of Plexi-glass to block rising noise from Children's and Circulation Departments. 	July 16-June 17	Children's Staff and Director and Custodian
	<ul style="list-style-type: none"> Uphold library policies about space and quiet areas, especially the Cushing Reading Room. 	July 16-June 17	Library Staff

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

Goal #3 – The Norwood community will have a well-trained and educated library staff.

Objectives	Actions	Timeframe for Activity	By Whom
Provide varied professional development opportunities to all professional and para-professional staff.	<ul style="list-style-type: none"> Utilize Friday morning time to provide staff training programs. Promote cross-training between departments; explore bite-sized learning opportunities for all staff. 	July 16-June 17	Director and Department Heads
	<ul style="list-style-type: none"> Attend annual spring NETSL conference in Worcester. 	April 2017	Technical Services Librarian
	<ul style="list-style-type: none"> Encourage staff to attend MLN, MLS and other continuing education classes and training. 	July 16-June 17	Director and Department Heads
	<ul style="list-style-type: none"> Continue to attend conferences, workshops, and Coordinators' meetings. 	July 16-June 17	Literacy Staff
	<ul style="list-style-type: none"> Continue to attend professional conferences as budgeting permits. 	July 16-June 17	Library Director and Department Heads
Encourage staff to learn skills and acquire knowledge using new tools and technology for continuous development.	<ul style="list-style-type: none"> Continue to host training for staff on new tools and technologies as they become available Provide individual instruction to staff members looking to improve technical aptitude as requested. Inform all staff to technology and programming changes that are pertinent to their jobs 	July 16-June 17	Technology Librarian
	<ul style="list-style-type: none"> To improve literacy services, the Literacy Staff will acquire proficiency in using the Kurzweil 3000 educational software that will be available at the Assistive Technology Workstation. 	July 16-June 17	Literacy Staff
	<ul style="list-style-type: none"> Develop competency with the most current assistive technology, including what we are offering at the Accessible Workstation. Pursue relationships with other organizations specializing in assistive technology. 	July 16-June 17	Outreach Staff
	<ul style="list-style-type: none"> Train Technical Services support staff to assist in the website content management. 	July 16-June 17	Technology and Technical Services Librarians
	<ul style="list-style-type: none"> Encourage circulation staff to attend meetings, trainings, and workshops which will aid them in providing information to patrons. 	July 16-June 17	Circulation
Research and apply for grant funding for staff enrichment.	<ul style="list-style-type: none"> Pursue grant opportunities to fund participation in professional development, such as attendance at professional conferences. 	July 16-June 17	Adult and Information Services
Encourage continuing and effective readers' advisory and customer service skills for staff.	<ul style="list-style-type: none"> Provide opportunity for staff to attend educational programs and meetings. 	July 16-June 17	Library Director and Department Heads
	<ul style="list-style-type: none"> Encourage participation in the Metrowest Readers' Advisory Round Table (MWRART). 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Plan workshops/trainings for staff development day to address both readers' advisory and customer service skills. 	Preparation for June 2017	Staff Development Day Committee and Director
	<ul style="list-style-type: none"> Encourage circulation staff to become familiar with readers' advisory skills and resources. 	July 16-June 17	Circulation

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

Goal #4 – Our users will have access to informative, educational, entertaining or enlightening materials in all formats through visits to the library or from remote locations.

Objectives	Actions	Timeframe for Activity	By Whom
Utilize and participate in automated resource sharing networks for access to all types of materials and information sources. Access and analyze reports generated and distributed by automated resource sharing networks and determine from those reports the most popular and desirable materials.	<ul style="list-style-type: none"> Continue membership in the Minuteman Library Network and request appropriate funding from the Town of Norwood. Promote this participation by displaying brochures and marketing materials. 	July 16-June 17 Budget Cycle	Trustees and Library Director
	<ul style="list-style-type: none"> Staff will take and pursue active roles in MLN and advocate for patron-focused improvements. 	July 16-June 17	Director and Department Heads
	<ul style="list-style-type: none"> Use various tools to choose materials, re-evaluate formats, and determine demand for these materials and formats. 	July 16-June 17	Adult and Information Services; Selectors
	<ul style="list-style-type: none"> Participate in network digital selection and opportunities to evaluate new digital services, such as the Digital Content Working Group and the Digital Magazine Task Force. 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Use Central Site Generated reports to help make purchasing decisions. Use Create Lists function to weed 000's, foreign language, and CD collection. 	July 16-June 17	Technology Librarian, Library Staff
	<ul style="list-style-type: none"> Review the purchase alerts provided by MLN on a bi-weekly basis. Order copies of titles with four or more requests. 	July 16-June 17	All selectors and Technical Services staff.
	<ul style="list-style-type: none"> Review number of holds on items upon receipt and order more copies accordingly (one copy per four NOR reserves). 	July 16-June 17	Technical Services Staff
Provide excellent readers' services to all library patrons.	<ul style="list-style-type: none"> Provide in-house and digital readers' advisory using the library's new subscription to Book Site to promote new titles, genre read-alikes, and MML Staff Picks. 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Work with Reference Department staff to find readers advisory resources. Spend time working at each service desk to familiarize myself with our collection and reading trends. Work with Head of Reference to provide scheduling tools so that Reference and Information Desks are staffed to provide assistance to patrons for all open hours. 	July 16-June 17	Technology Librarian, Library Staff
	<ul style="list-style-type: none"> Utilize Novelist, Goodreads and other tools to assist patrons in finding materials. 	July 16-June 17	All public service staff.
Increase awareness of all library material formats through displays, instruction, bibliographies, and signage.	<ul style="list-style-type: none"> Continue to use electronic pathways to inform patrons. Create displays and flyers for this purpose. 		
	<ul style="list-style-type: none"> Use BookSite software effectively to advertise new materials and disseminate via email and web. 	July 16-June 17 (Launch January 2016)	Adult Services, Children's Services, Technical Services staff

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

	<ul style="list-style-type: none"> Continue to create digital displays to promote our materials; displays will be used in-house, on the library's website and social media platforms, and in monthly emails. Promote ComCat through regular means as well as through how-to workshops. Use physical signage promotions in the community; investigate and implement new and creative ways of marketing outside the library 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Continue to provide design tools (Canva) and instruction for creation of marketing materials Raise awareness of our digital collection and databases through individual technology instruction with patrons Continue to support and improve digital signage throughout the library 	July 16-June 17	Technology Librarian
	<ul style="list-style-type: none"> Survey the community in May re: reading tastes and preferences for formats. 	May 2017	Library Director
Maintain an active relationship with Town government, the Norwood Historical Society, and other community resources in order to assist in archiving and collecting Town of Norwood historical records.	<ul style="list-style-type: none"> Seek an intern to archive local records including storage and classification. Look into Digitization Project at the Boston Public Library. 	September 2016	Technical Services Librarian and Director
Provide and support Outreach Services to patrons unable to visit the library in person.	<ul style="list-style-type: none"> Continue to work with Outreach staff to provide training for patrons wishing to use digital resources but unable to visit the library. Assist Outreach staff in providing the most up to date assistive technology. Continue to train staff on assistive technology. 	July 16-June 17	Technology Librarian
	<ul style="list-style-type: none"> Continue to collaborate with the Norwood Senior Center, Norwood Hospital, and Norwood housing facilities and nursing homes to provide delivery and programs to suit their needs. Continue to meet with the Norwood Senior Service Providers Network (NSSPN). In addition, we will continue to foster our relationships with Perkins School and The Carroll Center for the Blind. 	July 16-June 17	Outreach Staff
	<ul style="list-style-type: none"> Continue to find and use volunteers for book delivery. 	July 16-June 17	Outreach Staff
	<ul style="list-style-type: none"> Circulation to provide current information to all patrons needing Outreach services and encourage people to use this service. Issue library cards for Outreach patrons. 	July 16-June 17	Circulation

Goal #5 – Our library users will have guided and/or self-guided access to information in the library and from remote locations.

Objectives	Actions	Timeframe for Activity	By Whom
Provide a user-friendly, current and comprehensive website for access to all information services.	<ul style="list-style-type: none"> Maintain the redesign of the library's website. 	July 16-June 17	Technology Librarian, Technical Services staff

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

	<ul style="list-style-type: none"> Continue to post to the website and use BookSite widgets to disseminate information about programs, books, and services. 	July 16-June 17	Children's Librarians, Adult Services Librarians, Technology Librarian, Technical Services Librarian and Director
Provide high-speed broadband, Wi-Fi Internet access, and technological equipment to meet the demands of our users.	<ul style="list-style-type: none"> Update and increase number of iPads. 	July 2016	Children's Staff and Director
	<ul style="list-style-type: none"> Continue to provide up to date computers, Wi-Fi, printers, tablets, and peripherals for patrons Upgrade oldest computers to new systems. 	July 16-June 17	Technology Librarian
	<ul style="list-style-type: none"> Enable Wi-Fi printing for patrons using their own devices. 	July 16-June 17	Technology Librarian and Director
Promote the library card and its use to all age groups both in the library and in the community.	<ul style="list-style-type: none"> Promote library cards and services in conjunction with high school librarian. 	July 16-June 17	Circulation Librarian
	<ul style="list-style-type: none"> Promote library cards and services to at least one large corporation in Norwood (such as Siemens, Analog Devices, etc.) 	September 2016	Library Director
Promote the library's services at the Information, Children's and References desks, through library tours, and through online resources to both users and community organizations.	<ul style="list-style-type: none"> Provide tours for schools, scouts and youth groups and tours to new patrons. 	July 16-June 17	Library Staff
	<ul style="list-style-type: none"> Insure that a self-checkout station is installed in the Children's Department. 	July 2016	Technology Librarian and Children's Librarians
	<ul style="list-style-type: none"> Create and maintain user guides and handouts for library services and resources; create and post how-to videos for patrons to access remotely. 	July 16-June 17	Adult and Information Services
	<ul style="list-style-type: none"> Continue to be a library ambassador by engaging with patrons in and out of the library. 	July 16-June 17	Technology Librarian, Adult Services Librarian, Outreach Librarians, Director
Provide information about town and community resources through library services.	<ul style="list-style-type: none"> Children's Department will maintain a close relationship with the Early Childhood Community Partnership, the Norwood Public Schools and local private schools to provide up to date community information. 	July 16-June 17	Children's Staff
	<ul style="list-style-type: none"> Maintain and continue to update the Community Resource List initially compiled by a Town Hall coalition; keep copies at every service point 	July 16-June 17	Adult and Information Services; Library Staff
	<ul style="list-style-type: none"> Work with Reference to find out where this information is and help the patrons to access it. 	July 16-June 17	Circulation
Provide instruction for residents of all ages on safe and effective use of the Internet.	<ul style="list-style-type: none"> Provide seminars to teach parents and children on use of the internet. 	July 16-June 17	
	<ul style="list-style-type: none"> Continue to teach individual technology classes, programming, and walk-in assistant to patrons needing assistance using the internet safely and effectively. Speak about relevant topics concerning the internet and library services on the Library Show and when out in the community. 	July 16-June 17	Technology Librarian, Children's Librarian

MORRILL MEMORIAL LIBRARY, NORWOOD FY17 ACTION PLAN

	<ul style="list-style-type: none"> • Work with Children's Librarian to host another Share It Safely program (Spring 2016) for tweens, teen, and their parents. 		Technology Librarian, Children's Librarian
--	---	--	--

Goal #6 – The Morrill Memorial Library will have adequate funding from both town appropriations and alternate sources to provide its residents and community members and partners with excellent library services, programs, and materials.

Objectives	Actions	Timeframe for Activity	By Whom
Seek adequate funding for increased programming, including early literacy.	<ul style="list-style-type: none"> • Apply for LSTA grant for 2017-2018 • Continue to investigate and apply for grant/organizational/corporate funding for programming. 	Spring 2017 July 16-June 17	Children's Staff Adult and Information Services
Seek adequate funding for the library's building and equipment including maintenance and improvements and library space needs.	<ul style="list-style-type: none"> • Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant • Investigate foundation funding and community/corporate partnerships. 	July 16-June 17	Library Director and Trustees
Seek adequate funding for library staffing needs, including staff education and development.	<ul style="list-style-type: none"> • Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant • Investigate foundation funding and community/corporate partnerships. 	July 16-June 17	Library Director and Trustees
Seek adequate funding for library print and digital materials.	<ul style="list-style-type: none"> • Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant • Investigate foundation funding and community/corporate partnerships. 	July 16-June 17	Library Director and Trustees
Seek adequate funding for incidental needs, including office and building supplies.	<ul style="list-style-type: none"> • Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant • Investigate foundation funding and community/corporate partnerships. 	July 16-June 17	Library Director and Trustees
Seek adequate funding for improved library technology.	<ul style="list-style-type: none"> • Provide Director and Board with adequate statistics and information regarding technology usage and needs for the library to justify continued funding of technology resources. • Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant • Investigate foundation funding and community/corporate partnerships. 	Monthly, at request of Director/Trustees July 16-June 17	Technology Librarian Library Director and Trustees