

**Library Name: Morrill Memorial Library, Norwood, MA**

**FY20  
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.**

<b>Objectives</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom</b>
<b><i>Provide targeted programs to all age groups including young readers and seniors.</i></b>	<ul style="list-style-type: none"><li>• Focus on providing curated programming rather than increased programming, as we have limited space.</li><li>• Continue to seek out and offer targeting programming for our residents.</li><li>• Inspired by what we learned from the 2018-19 LSTA grant process, offer diverse programming for our community.</li><li>• Explore non-traditional off-site program venues, such as local breweries, local restaurants, and especially local apartment complexes such as Windsor Gardens, bringing programming to audiences who might have trouble getting to the library.</li><li>• Collaborate with the Children's staff to offer bilingual storytimes at Windsor Gardens.</li></ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"><li>• Implement different styles of programming beyond story time for children 0-6.</li><li>• Collaborate with the Council on Aging to create intergenerational programming at the Senior Center.</li><li>• Collaborate with Adult Services to find more programs with broad family appeal (similar to the 2018 Henna program.)</li><li>• Investigate additional opportunities for sensory and intellectual disabilities programming.</li></ul>	July 2019 – June 2020	Children's Services
	<ul style="list-style-type: none"><li>• Continue to offer book discussions, crafts, and field trips for seniors in our community.</li><li>• Continue to partner with Norwood Senior Center, Norwood HS and Cookley Middle School for programs, workshops, and field trips.</li><li>• Coordinate Winter and Summer Reading Bingo with the Adult Services Staff</li></ul>	July 2019 – June 2020	Outreach and Technology Staff
	<ul style="list-style-type: none"><li>• Explore ideas for further social gathering(s) for Literacy tutors and students together.</li></ul>	July 2019 – June 2020	Literacy Staff
	<ul style="list-style-type: none"><li>• Continue to collaborate with other library departments to deliver technology programming to patrons of all ages.</li></ul>	July 2019 – June 2020	Technology Staff
	<ul style="list-style-type: none"><li>• Provide programming that supports the collection, including a focus on the Library of Things.</li></ul>	July 2019 – June 2020	Technology Librarian, Technical Services, and Library staff
	<ul style="list-style-type: none"><li>• Continue to provide effective trainings and programs for volunteer tutors and their students.</li></ul>	July 2019 – June 2020	Literacy Staff
<b><i>Provide opportunities for people from the community to display and share elements of their culture and creative ability.</i></b>	<ul style="list-style-type: none"><li>• Seek members of the community with different skills and areas of expertise to share as library programs: Calling all Norwood Talent – Experts in Our Community.</li><li>• Work with Susan Clare/Together Yes/Progress Norwood to curate diverse programming by and for our community members.</li><li>• Continue to offer the display case for community members to share their cultural and creative abilities.</li><li>• Investigate the possibility of art display space within the library.</li></ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"><li>• Explore opportunities to incorporate cultural diversity into children's programming in collaboration with adult</li></ul>	July 2019 – June 2020	Children's Staff

	<ul style="list-style-type: none"> <li>services.</li> <li>• Work with Together Yes and Progress Norwood to implement a Diwali program.</li> <li>• Make contacts with South Asian Indian community to see what programs they would like to see at the library.</li> </ul>		
	<ul style="list-style-type: none"> <li>• Host the Literacy Harvest Dinner for volunteers, students, and Friends of the Literacy Program to showcase the cultures, cuisines and languages of the students.</li> <li>• Explore the possibilities of a guest speaker for the event.</li> </ul>	Fall 2019	Literacy Staff
<b>Provide and continually support the Literacy Program.</b>	<ul style="list-style-type: none"> <li>• Explore possibilities of Introduction to the Library with Literacy families.</li> <li>• Sponsor a family literacy/multicultural event during November 2019 for adult literacy students and their families.</li> </ul>	July 2019 – June 2020  Fall 2019	Children's Staff
	<ul style="list-style-type: none"> <li>• Continue to work with literacy to provide patrons with innovative literacy software.</li> <li>• Promote Rosetta Stone and Mango Languages to Literacy students and tutors.</li> <li>• Provide individual instruction to tutors and Literacy students as needed to support their literacy objectives.</li> </ul>	July 2019 – June 2020	Technology Librarian, Literacy Staff
	<ul style="list-style-type: none"> <li>• Partner with Literacy to offer a family literacy event and publicize the event to students with children.</li> </ul>	Spring 2020	Children's and Literacy Staff
	<ul style="list-style-type: none"> <li>• Assess collection needs of the Literacy community and weed/add to collection appropriately.</li> <li>• Explore purchase of more bilingual books and books in native languages as requested by Literacy students (for themselves and raising bilingual children).</li> </ul>	July 2019 – June 2020	Technical Services and Literacy Staff
	<ul style="list-style-type: none"> <li>• Showcase Literacy titles on the website in conjunction with tutor training.</li> </ul>	July 2019 – June 2020	Literacy Staff
	<ul style="list-style-type: none"> <li>• Continue to apply for the Massachusetts Literacy Volunteers funding.</li> <li>• Provide the LVM Executive Director with information requested for grant application.</li> </ul>	July 2019 – June 2020	Literacy Staff
	<ul style="list-style-type: none"> <li>• Provide patrons with current information for Literacy programs.</li> </ul>	July 2019 – June 2020	Circulation
<b>Communicate with school personnel and encourage cooperation and collaboration.</b>	<ul style="list-style-type: none"> <li>• Continue yearly meetings with school librarians to revamp both Summer Reading and NYRA.</li> </ul>	July 2019 – June 2020	Children's Staff and Technical Services
	<ul style="list-style-type: none"> <li>• Reach out to preschools in the area for outreach visits. Utilize virtual backpack through school system and push mail lists to local preschools.</li> </ul>	July 2019 – June 2020	Children's Services Staff
	<ul style="list-style-type: none"> <li>• Ask school librarians and kids to suggest books for leisure reading to display on the website and in e-mailings.</li> <li>• Implement outreach visits to the Savage Center Preschool and Willett School.</li> <li>• Offer more outreach services to elementary schools (through school visits, book club kits, alternate NYRA programming) during the annual school librarians' meeting.</li> </ul>	Sep 2019- May 2020	Children's Services Staff
	<ul style="list-style-type: none"> <li>• Provide on-site tutorials for HS and middle school students to learn about digital services like Hoopla!, OverDrive and databases.</li> </ul>	July 2019 – June 2020	Technology Librarian

	<ul style="list-style-type: none"> <li>Continue to plan the Literary Lunch for middle school students and senior citizens, and pursue other intergenerational opportunities.</li> <li>Collaborate with Literacy on a One Read event, spanning generations.</li> <li>Continue to apply for Boch grant and implement the annual essay contest for the Norwood community.</li> </ul>	July 2019 – June 2020	Outreach Staff
	<ul style="list-style-type: none"> <li>Circulation Chief and HS librarian work together to provide information and services MML has for HS students, specifically summer reading materials, Hoopla! and OverDrive services.</li> </ul>	July 2019 – June 2020	Circulation Staff
	<ul style="list-style-type: none"> <li>Inform HS personnel about passport services for students going on trips abroad.</li> </ul>	FY20 Ongoing	Passport Agents
<b>Work with the Friends organization to promote the library's mission, vision and goals.</b>	<ul style="list-style-type: none"> <li>Continue to include information about the Friends in e-newsletters and at events sponsored by the Friends.</li> <li>Continue to find materials to stock FOL permanent book sale and look into a permanent location for children's materials to be sold.</li> </ul>	July 2019 – June 2020	Children's Staff
	<ul style="list-style-type: none"> <li>Work with the Friends to promote an app or online service to collect membership dues and donations and to encourage more young people and families to join the Friends.</li> </ul>	July 2019 – June 2020	Children's Staff and Technology Staff
	<ul style="list-style-type: none"> <li>Support the Friends by offering suggestions about popular presenters for them to book.</li> <li>Continue to align our collection management goals with the need to stock the FOL book sale.</li> <li>Brainstorm new fundraising ideas with the Friends.</li> </ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"> <li>Ask for the Friends' support of Norwood 101 spring event.</li> </ul>	July 2019	Library Director/Trustees
	<ul style="list-style-type: none"> <li>Continue to support the Friends of the Library at Norwood Day by staffing the booth and engaging patrons.</li> </ul>	Sept. 2019	Children's, Adult Services, Literacy and Outreach Staff
<b>Market library services within the library and through local newspapers, NCM, new channels of communication, and personal visits in the community as well as on library and community websites and via library emails.</b>	<ul style="list-style-type: none"> <li>Continue to use professional design software and train more staff in its use, including implementing Adobe PrintShop software. Continually update the website.</li> </ul>	July 2019 – June 2020	Media/Marketing Asst., Technology Staff, and Library Staff
	<ul style="list-style-type: none"> <li>Continue to work closely with the Marketing/Media Asst. to market all library services across multiple platforms and formats.</li> </ul>	July 2019 – June 2020	Adult and Information Services Staff
	<ul style="list-style-type: none"> <li>Explore make-over of informational/welcome handouts for new patrons.</li> <li>Create quarterly 11x17 newsletters about library (perhaps in conjunction with the Friends of the Library.)</li> <li>Post newsletters on the website.</li> </ul>	July 2019 – June 2020	Media/Marketing Asst.
	<ul style="list-style-type: none"> <li>Continue to use Mailchimp for email blasts/e-newsletters.</li> <li>Evaluate PR strategy, especially newspaper advertisement, to see how patrons are finding our program information.</li> </ul>		Children's Staff and Adult Services Staff
	<ul style="list-style-type: none"> <li>Librarians from all departments will continue to write weekly columns that provide readers' advisory, market our collection, and advertise our services, (including the</li> </ul>	July 2019 – June 2020	All departments, including Marketing/Media Asst.

	Library of Things.		
	<ul style="list-style-type: none"> <li>Continue to submit PR to MLA PR Awards (every two years); e.g. News category.</li> </ul>	Jan 2021	Library Director Marketing/Media Asst.
	<ul style="list-style-type: none"> <li>Post events to web site, social media (FB, Twitter, etc.)</li> <li>Utilize marketing and social media aggregator tools (e.g. Social Pilot, MailChimp) to increase efficiency</li> </ul>	July 2019 – June 2020	Adult and Information Services, Technical Services, Technology, Marketing/Media Asst.
	<ul style="list-style-type: none"> <li>Update book groups on the Library's website, including a running blog of titles.</li> </ul>	July 2019 – June 2020	Outreach Staff
	<ul style="list-style-type: none"> <li>Continue to market services through personal visits, bookmarks and flyers, cable television, and library website.</li> <li>Redesign marketing collateral and revamp the website to increase clarity and visibility of services.</li> <li>Pursue distribution of marketing collateral to locations that likely serve our patron base (Guild Medical Center and other health centers.)</li> </ul>	July 2019 – June 2020	Outreach Staff
	<ul style="list-style-type: none"> <li>Continue to publish Literacy Department newsletters.</li> <li>Continue to participate in Norwood Day to promote Literacy services.</li> <li>Continue to participate in the Barnes and Noble fundraiser each December.</li> </ul>	July 2019 – June 2020 Fall 2019 December 2019	Marketing/Media Asst. Literacy Staff and Director Literacy Staff
	<ul style="list-style-type: none"> <li>Further collaborate with NCM to produce Morrill Musing LibraryTV/Web programming and podcasts.</li> <li>Expand our online video presence by via a library YouTube account for interviews and instructional videos.</li> </ul>	July 2019 – June 2020	Technology Librarian, Children's and Adult and Information Services Librarians
	<ul style="list-style-type: none"> <li>Continue to take part in monthly NCM broadcasts.</li> <li>Technology and Media/Marketing Asst. will market library services through.</li> <li>Connect with NCM about showcasing Outreach's assistive technology, as well as some segments on our website.</li> <li>Interview children's authors or poets on NCM.</li> </ul>	July 2019 – June 2020	Library Staff Media/Marketing Asst.  Outreach Librarian
	<ul style="list-style-type: none"> <li>Continue to use Canva to design visual marketing for use for engaging audiences on the library's social media platforms.</li> </ul>	July 2019 – June 2020	Adult and Information Services, Children's Services, and Marketing/Media Asst.

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

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Objectives	Actions	Timeframe for Activity	By Whom
<b>Maintain the building interior through scheduled maintenance, updates and prompt repair.</b>	<ul style="list-style-type: none"> <li>Inform the Board of Library Trustees of building interior needs.</li> <li>Attend regular Town of Norwood Capital Outlay meetings.</li> </ul>	Monthly  July 2019 – June 2020	Director
	<ul style="list-style-type: none"> <li>Paint areas of the Children's Department as necessary. Update furniture and shelving as necessary. Discuss options for different configurations/setups for computers in the Children's internet area.</li> <li>Refresh signage throughout the Children's room to reflect current collection.</li> </ul>	July 2019 – June 2020	Children's and Custodial Staff
	<ul style="list-style-type: none"> <li>Work with the Technology Librarian to find and implement better electronic signage.</li> </ul>	July 2019 – June 2020	Children's Staff and Technology Librarian

	<ul style="list-style-type: none"> <li>Continue to seek funding to replace seating areas in the library.</li> </ul>	July 2019 – June 2020	Library Director
	<ul style="list-style-type: none"> <li>Continue in-depth monthly reports to director and Board including current conditions.</li> <li>Continue to update the director and Board on future repairs and upgrades.</li> </ul>	Monthly	Custodial Staff
	<ul style="list-style-type: none"> <li>Report issues or problems with the building promptly for a safer environment.</li> </ul>	July 2019 – June 2020	All staff
	<ul style="list-style-type: none"> <li>Continue to move towards more eco-friendly cleaning products where possible.</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
<b>Maintain the building exterior through scheduled maintenance, updates and prompt repair.</b>	<ul style="list-style-type: none"> <li>Inform the Board of Library Trustees of building exterior needs.</li> </ul>	Monthly	Director and Custodial Staff
	<ul style="list-style-type: none"> <li>Continue a proactive approach to building maintenance through regular schedules on an annual basis (e.g. interior and exterior painting, annual boiler inspection, etc.)</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
	<ul style="list-style-type: none"> <li>Continue to address issues of low and high heat and lack of circulating air throughout the building as necessary.</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
<b>Maintain and improve the library's operating systems and equipment.</b>	<ul style="list-style-type: none"> <li>Inform the Board of Library Trustees as to building equipment needs.</li> </ul>	Monthly	Director
	<ul style="list-style-type: none"> <li>Continue actions towards a more eco-friendly building, utilizing LED lighting to lower energy costs.</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
	<ul style="list-style-type: none"> <li>Monitor security system for upgrades if needed.</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
	<ul style="list-style-type: none"> <li>Continue to apply necessary updates to staff and public computers.</li> <li>Replace aging public workstations.</li> </ul>	July 2019 – June 2020	Technology Librarian
	<ul style="list-style-type: none"> <li>Establish a priority system for product replacement, updates and repairs. Evaluate repairs vs replacement.</li> </ul>	July 2019 – June 2020	Director and Custodian
	<ul style="list-style-type: none"> <li>Report issues or problems with technology promptly using a ticket system.</li> </ul>	July 2019 – June 2020	All staff
	<ul style="list-style-type: none"> <li>Maintain schedule for charging and checking batteries on circulating electronics and verifying their contents.</li> </ul>	July 2019 – June 2020	Technical Services and Technology Staff
<b>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.</b>	<ul style="list-style-type: none"> <li>Inform the Board of Library Trustees of space needs/complaints from staff and patrons.</li> </ul>	Monthly	Director
	<ul style="list-style-type: none"> <li>Pursue a data-driven approach to collection development and space reallocation using Gimlet, Decision Center, and Create Lists tools.</li> </ul>	July 2019 – June 2020	Technical Services
	<ul style="list-style-type: none"> <li>Use funds from possible LSTA Minds in the Making grant to revitalize the children's room play areas to increase educational components and encourage better organization and flow.</li> </ul>	July 2019 – June 2020	Children's Staff

	<ul style="list-style-type: none"> <li>Consider replacing/reorganizing the tables in the Children's Room to increase accessibility and spatial flow.</li> </ul>		
	<ul style="list-style-type: none"> <li>Evaluate collection needs re: space, and alter plan according to growth and/or reduction in print resources.</li> </ul>	July 2019 – June 2020	Department Heads
	<ul style="list-style-type: none"> <li>Continue to assess the magazines and space.</li> <li>Continue to quarterly assess periodical usage.</li> <li>Rearrange back issues.</li> </ul>	July 2019 – June 2020	Circulation Staff
	<ul style="list-style-type: none"> <li>Encourage pages to reshift the shelves in order to make room for books. Report to selectors that shelves are tight.</li> <li>Emphasize shelf-reading with paging staff.</li> </ul>	July 2019 – June 2020	Circulation Staff
	<ul style="list-style-type: none"> <li>Literacy department will survey tutors and check circulation numbers to see if there are titles we need duplicates of, especially as they are promoted on the website.</li> </ul>	July 2019 – June 2020	Literacy Staff
	<ul style="list-style-type: none"> <li>Continue to weed non-print resources and seek creative solutions for shelving.</li> <li>Continue to weed obsolete reference materials.</li> <li>Increase shifting to top and bottom shelves</li> </ul>	July 2019 – June 2020	Adult and Information Services, Outreach, Children's Services, Circulation
	<ul style="list-style-type: none"> <li>Continue reducing and shifting in the Reference section to make room for Library of Things.</li> <li>Move traditional Reference materials to the circulation collection, and run lists to monitor their use.</li> <li>Continue to monitor space use trends in other libraries with the goal of possibly adding more comfortable seating and a book display area to the Reference Room.</li> <li>Spearhead a library staff task force to determine the use of and best ways to promote the World Language collection, and its location.</li> <li>Collaborate with Technical Services to focus nonfiction weeding efforts with a goal of creating enough space on the Mezzanine to add small study rooms that can be reserved by patrons.</li> </ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"> <li>Continue to use Friday morning hours to meet with vendors and perform maintenance that cannot be accomplished when patrons are in the building.</li> </ul>	July 2019 – June 2020	Custodial Staff and Director
<b><i>Continue to provide the community with quiet study and reading space within the library.</i></b>	<ul style="list-style-type: none"> <li>Continue to make the program room a welcoming environment for students and literacy tutors during non-program times.</li> <li>Purchase new soft chairs for adults and children to share reading.</li> </ul>	July 2019 – June 2020	Children's Staff and Director
	<ul style="list-style-type: none"> <li>Investigate the feasibility of adding small study rooms on the Mezzanine level.</li> </ul>	July 2019 – June 2020	Director and Trustees
	<ul style="list-style-type: none"> <li>Uphold library policies about space and quiet areas, especially the Cushing Reading Room.</li> </ul>	July 2019 – June 2020	Library Staff

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


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Objectives	Actions	Timeframe for Activity	By Whom
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<p><b>Provide varied professional development opportunities to all professional and para-professional staff.</b></p>	<ul style="list-style-type: none"> <li>Utilize Friday morning time to provide staff training programs. Promote cross-training between departments and explore learning opportunities for all staff.</li> <li>Develop regular schedule of Friday in-service trainings led by staff members</li> </ul>	<p>July 2019 – June 2020</p>	<p>Director and Department Heads</p>
	<ul style="list-style-type: none"> <li>Continue to encourage staff to take leadership roles in network meetings and groups.</li> <li>Continue to encourage staff to take leadership roles in, or present at state and regional conferences and meetings.</li> <li>Mentor staff in library leadership and presenting.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Director and Department Heads</p>
	<ul style="list-style-type: none"> <li>Attend annual spring NETSL conference in Worcester.</li> <li>Incorporate ideas in staff trainings.</li> </ul>	<p>April 2020</p>	<p>Technical Services Librarian</p>
	<ul style="list-style-type: none"> <li>Continue to encourage staff to attend all relevant continuing education classes (including MLN and MLA offerings) and professional conferences, including webinars.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Director and Department Heads</p>
	<ul style="list-style-type: none"> <li>Attend NELA 2019.</li> <li>Take a more active role in NERTCL by attending the one-day conference.</li> </ul>	<p>Oct. 2019 July 2019 – June 2020</p>	<p>Children's Staff</p>
	<ul style="list-style-type: none"> <li>Continue to attend conferences, workshops, and Coordinators' meetings.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Literacy Staff</p>
	<ul style="list-style-type: none"> <li>Encourage custodial staff to attend facilities and maintenance seminars and trade shows.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Custodial Staff and Director</p>
	<ul style="list-style-type: none"> <li>Continue to attend professional conferences as budgeting permits.</li> <li>Formulate tentative schedule delineating which staff will attend which conferences</li> </ul>	<p>July 2019 – June 2020</p>	<p>Library Director and Department Heads</p>
<p><b>Encourage staff to learn skills and acquire knowledge using new tools and technology for continuous development.</b></p>	<ul style="list-style-type: none"> <li>Continue to host training for staff on new tools and technologies as they become available.</li> <li>Provide individual instruction to staff members looking to improve technical aptitude as requested.</li> <li>Inform all staff about technology and programming changes that are pertinent to their jobs.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Technology Librarian</p>
	<ul style="list-style-type: none"> <li>Find assistance, if necessary, to improve proficiency on Kurzweil 3000 software.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Literacy Staff</p>
	<ul style="list-style-type: none"> <li>Train the staff on technology materials (circulating electronics and online apps and databases) so that they can promote them.</li> <li>Offer trainings to staff to assist them with staff software and subscription services.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Technology Librarian</p>
	<ul style="list-style-type: none"> <li>Develop competency with the most current assistive technology, including what we are offering at the Accessible Workstation.</li> <li>Pursue relationships with other organizations specializing in assistive technology and attend the regional center technology and technical trainings.</li> <li>Continue the excellent working relationship with the Perkins School for the Blind.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Outreach Staff</p>
	<ul style="list-style-type: none"> <li>Encourage circulation staff to attend meetings, trainings, and workshops which will aid them in providing information to patrons (including webinars and MLN classes)</li> </ul>	<p>July 2019 – June 2020</p>	<p>Circulation</p>
	<ul style="list-style-type: none"> <li>Continue to grow professionally, attend workshops and conferences, and webinars on emerging technology.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Library Staff and Library Director</p>

<b>Research and apply for grant funding for staff enrichment.</b>	<ul style="list-style-type: none"> <li>Pursue grant opportunities to fund participation in professional development, such as attendance at professional conferences.</li> </ul>	July 2019 – June 2020	Library Director
<b>Encourage continuing and effective readers' advisory and customer service skills for staff.</b>	<ul style="list-style-type: none"> <li>Provide opportunities for both full and part-time staff to attend educational programs, meetings, and webinars.</li> </ul>	July 2019 – June 2020	Library Director and Department Heads
	<ul style="list-style-type: none"> <li>Reorganize easy readers to make browsing and RA more effective for staff and patrons.</li> <li>Provide knowledge for staff and patrons regarding reading levels for print materials and e-resources.</li> </ul>	July 2019 – June 2020	Children's Staff
	<ul style="list-style-type: none"> <li>Plan workshops/trainings for staff development day to address both readers' advisory and customer service skills.</li> </ul>	Preparation for June 2020	Staff Development Day Committee and Director
	<ul style="list-style-type: none"> <li>Encourage circulation staff to become familiar with readers' advisory skills and resources.</li> </ul>	July 2019 – June 2020	Circulation
	<ul style="list-style-type: none"> <li>Encourage staff to host, lead, and participate in Library programming as community outreach (e.g., book clubs, arts and crafts programs, Norwood 101, etc.)</li> </ul>	July 2019 – June 2020	Library Director and Department Heads

**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.**

<b>Objectives</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom</b>
<b>Utilize and participate in automated resource sharing networks for access to all types of materials and information sources. Access and analyze reports generated by automated resource sharing networks and determine from those reports the most popular and desirable materials.</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Encourage staff to take and pursue active roles in MLN and to advocate for patron-focused improvements.</li> </ul>	July 2019 – June 2020	Trustees, Library Director, and Department Heads
	<ul style="list-style-type: none"> <li>Continue to serve on the Digital Content Working Group (DCWG at MLN) to purchase juvenile OverDrive resources for network.</li> <li>Continue to support and promote digital services like OverDrive and Hoopla!</li> </ul>	July 2019 – June 2020	Children's Services, Adult and Information Services, and Media/Marketing Asst.
	<ul style="list-style-type: none"> <li>Use various tools to choose materials, re-evaluate formats, and determine demand for these materials and formats.</li> <li>Use analytics to determine usage, demand, return on investment, and cost per use for print and online resources.</li> <li>Train staff on Decision Center</li> </ul>	July 2019 – June 2020	Adult and Information Services, Selectors, and Technical Services
	<ul style="list-style-type: none"> <li>Promote statewide resources like Britannica Kids by updating children's webpage to link to state e-resources page.</li> </ul>	July 2019 – June 2020	Children's Services
	<ul style="list-style-type: none"> <li>Track and report on circulation of special collections (e.g., Staff Picks and displays)</li> </ul>	July 2019 – June 2020	Technical Services



	<ul style="list-style-type: none"> <li>Participate in network digital selection and opportunities to evaluate new digital services,</li> </ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"> <li>Continue to utilize network generated reports to direct collection management decisions.</li> <li>Order extra copies of titles according to patron demand as evidenced by network requests.</li> </ul>	July 2019 – June 2020	Selectors and Technical Services Staff
<b>Provide excellent readers' services to all library patrons.</b>	<ul style="list-style-type: none"> <li>Provide in-house and digital readers' advisory to promote new titles, genre read-alikes, and MML Staff Picks.</li> <li>Continue to maintain several displays of items in the library.</li> <li>Continue to manage Summer and Winter Reader's BINGO to support Norwood readers.</li> <li>Continue monthly staff book discussions to inform Staff Picks and share recommendations</li> </ul>	July 2019 – June 2020	Adult and Information Services, Marketing/Media Asst., and Technical Services Staff
	<ul style="list-style-type: none"> <li>Continue to implement statistics tracking software at all service desks, using data and statistical reports from services such as Gimlet, Beanstack, Mailchimp, Hoopla!, etc. to guide our services and staff efforts.</li> </ul>	July 2019 – June 2020	Technical Services, Technology Librarian, and Department Heads.
	<ul style="list-style-type: none"> <li>Work with Adult Services Department staff to find readers' advisory resources.</li> <li>Spend time working at each service desk to become familiar with our collection and reading trends.</li> <li>Work with Head of Adult and Information Services to provide scheduling tools so that Reference and Information Desks are staffed to provide assistance to patrons for all open hours.</li> </ul>	July 2019 – June 2020	Technology Librarian, Library Staff
	<ul style="list-style-type: none"> <li>Transition print bibliographies into online catalog with tags.</li> <li>Utilize genre stickers to help school children navigate the fiction section for projects.</li> </ul>	July 2019 – June 2020	Children's Services
	<ul style="list-style-type: none"> <li>Utilize Novelist, Goodreads and other tools to assist patrons in finding materials.</li> </ul>	July 2019 – June 2020	All public service staff
	<ul style="list-style-type: none"> <li>Offer a workshop for patrons showing them how to effectively use the catalog, reading history, and Novelist/Goodreads.</li> </ul>	July 2019 – June 2020	Technology Librarian, Adult Services Staff, and Children's Services Staff
	<ul style="list-style-type: none"> <li>Periodically survey the community in May re: reading tastes and preferences for formats.</li> </ul>	May 2019	Library Director
	<ul style="list-style-type: none"> <li>Explore opportunities to incorporate cultural diversity into the collection.</li> </ul>	July 2019 – June 2020	Library Director and Library Staff Literacy Staff
<b>Increase awareness of all library material formats through displays, instruction, print materials, and signage.</b>	<ul style="list-style-type: none"> <li>Continue to use electronic pathways to inform patrons. Create displays and flyers for this purpose.</li> <li>Continue to support and improve digital signage.</li> <li>Create a new general locations map.</li> <li>Create endcap and directional signage.</li> <li>Promote resources and services via podcasting and YouTube channel.</li> </ul>	July 2019 – June 2020	Library Staff, Technology Staff, Marketing/Media Asst.
	<ul style="list-style-type: none"> <li>Create new "introduction to kids and teens services" with Marketing/Media Assistant.</li> </ul>	July 2019 – June 2020	Children's Services Marketing/Media Asst.
	<ul style="list-style-type: none"> <li>Use the website and e-newsletters (Mailchimp) to effectively to advertise new materials and disseminate via email and web.</li> </ul>	July 2019 – June 2020	Adult Services, Children's Services, Technical Services staff
	<ul style="list-style-type: none"> <li>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.</li> <li>Use physical signage promotions (outdoor signs, e.g.).</li> <li>Investigate and implement new and creative ways of marketing outside the library.</li> </ul>	July 2019 – June 2020	Adult and Information Services

	<ul style="list-style-type: none"> <li>Continue to provide design tools (Canva) and instruction for creation of marketing materials</li> <li>Raise awareness of our digital collection and databases through individual technology instruction with patrons.</li> </ul>	July 2019 – June 2020	Technology Librarian
<b>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.</b>	<ul style="list-style-type: none"> <li>Seek an intern to assist with special collections and archival materials</li> </ul>	Fall 2020	Technical Services Librarian and Director
	<ul style="list-style-type: none"> <li>Partner with the Norwood Historical Society to offer collaborative programs, such as lectures and book groups.</li> <li>Design library programming around our historical collections to promote and raise support for the digitization projects.</li> </ul>	July 2019 – June 2020	Adult and Information Services Staff
	<ul style="list-style-type: none"> <li>Apply for a grant to support continuing digitization of local history materials and special collections.</li> <li>Continue to pursue options for digitizing archival collections and local history making them accessible and searchable via the website, and to collaborate with other local libraries on this endeavor.</li> <li>Identify and send another batch of materials to be digitized by the Boston Public Library for the Digital Commonwealth</li> </ul>	July 2019 – June 2020	Technical Services Librarian and Director
<b>Provide and support Outreach Services to patrons unable to visit the library in person.</b>	<ul style="list-style-type: none"> <li>Continue to work with Outreach staff to provide training for patrons wishing to use digital resources but unable to visit the library.</li> <li>Assist Outreach staff in providing the most up to date assistive technology.</li> <li>Continue to train staff on assistive technology.</li> </ul>	July 2019 – June 2020	Technology Librarian
	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Continue the Norwood First Steps program with Norwood Hospital.</li> </ul>	July 2019 – June 2020	Outreach Staff
	<ul style="list-style-type: none"> <li>Continue to find and use volunteers for book delivery.</li> </ul>	July 2019 – June 2020	Outreach Staff
	<ul style="list-style-type: none"> <li>Provide current information to all patrons needing Outreach services and encourage people to use this service. Issue library cards for Outreach patrons.</li> </ul>	July 2019 – June 2020	Circulation

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

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Objectives	Actions	Timeframe for Activity	By Whom
<b>Provide a user-friendly, current and comprehensive website for access to all information services.</b>	<ul style="list-style-type: none"> <li>• Maintain the library's website.</li> <li>• Work with task force to explore other CMS products to replace and revitalize the current library website.</li> </ul>	July 2019 – June 2020	Technology Librarian
	<ul style="list-style-type: none"> <li>• Continue to post to the website to disseminate information about programs, books, and services.</li> <li>• Keep the website current with information on all library services and programs.</li> </ul>	July 2019 – June 2020	Children's Librarians, Adult Services Librarians, Technology Librarian, Technical Services Staff and Director
<b>Provide high-speed broadband, Wi-Fi internet access and technological equipment to meet the demands of our users.</b>	<ul style="list-style-type: none"> <li>• Continue to provide up to date computers, Wi-Fi, printers, tablets, and peripherals for patrons.</li> <li>• Upgrade oldest computers to new systems.</li> </ul>	July 2019 – June 2020	Technology Librarian
	<ul style="list-style-type: none"> <li>• Maintain time management and print/pay management hardware and software for all public computers.</li> </ul>	July 2019 – June 2020	Technology Librarian
	<ul style="list-style-type: none"> <li>• Expand the collection of circulating technology.</li> </ul>	July 2019 – June 2020	Technology Librarian and Technical Services staff
	<ul style="list-style-type: none"> <li>• Continue to offer printing services for patrons using their own devices (e.g. Wi-Fi) and using the Library's computers (e.g. Cassie or replacement).</li> </ul>	July 2019 – June 2020	Technology Librarian and Director
<b>Promote the library card and its use to all age groups both in the library and in the community.</b>	<ul style="list-style-type: none"> <li>• Promote library cards and services in conjunction with HS librarian.</li> <li>• Promote remote library card signups where possible.</li> </ul>	July 2019 – June 2020	Circulation Librarian  Children's Staff and Adult Services Staff
	<ul style="list-style-type: none"> <li>• Promote library cards and services to at least one large corporation in Norwood (such as Norwood Hospital, Siemens, Analog Devices, etc.)</li> </ul>	September 2020	Library Director
<b>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.</b>	<ul style="list-style-type: none"> <li>• Provide tours for schools, scouts and youth groups and tours to new patrons.</li> <li>• Plan and promote a Norwood 101 event at the Library, inviting community organizations and departments to participate.</li> <li>• Take a leading and active role in the Town's 150<sup>th</sup> anniversary activities.</li> <li>• Contact community offices to promote notary and passport services.</li> <li>• Contact local schools to promote passport services.</li> </ul>	July 2019 – June 2020	Library Staff  Library Director
	<ul style="list-style-type: none"> <li>• Create and maintain user guides and handouts for library services and resources. Create and post how-to videos (e.g., ComCat, ILL, OverDrive) for patrons to access remotely.</li> <li>• Collaborate with the Outreach department to host pop-up library services and library card drives at non-traditional off-site locations, such as large local employers, farmers market, and train stations.</li> </ul>	July 2019 – June 2020	Adult and Information Services
	<ul style="list-style-type: none"> <li>• Continue to add services that patrons find valuable (e.g. Passport and notary.)</li> </ul>	July 2019 – June 2020	Library Director

<b>Provide information about town and community resources through library services.</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Explore scheduling possibilities with CFCE to increase attendance.</li> </ul>	July 2019 – June 2020	Children's Staff
	<ul style="list-style-type: none"> <li>• Offer websites and explore possibilities of compiling lists of community resources to patrons.</li> <li>• Maintain the Community Resources Guide.</li> </ul>	July 2019 – June 2020	Adult and Information Services; Library Staff
<b>Provide instruction for residents of all ages on safe and effective use of the Internet.</b>	<ul style="list-style-type: none"> <li>• Provide seminars to teach parents and children on safe use of the internet, working with school librarians and colleagues as possible.</li> </ul>	July 2019 – June 2020	Technology Librarian, Children's Librarian
	<ul style="list-style-type: none"> <li>• Continue to teach individual technology classes, programming, and walk-in assistance to patrons needing help using the internet safely and effectively.</li> <li>• Speak about relevant topics concerning the internet and library services on the Library Show and when out in the community.</li> <li>• Work with Children's Librarian to host another Share It Safely program for appropriate populations during Teen Tech Week in March of each year.</li> </ul>	July 2019 – June 2020	Technology Librarian and 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
<b>Seek adequate funding for increased programming, including early literacy.</b>	<ul style="list-style-type: none"> <li>• Apply for LSTA grant for 2020-2021</li> <li>• Continue to investigate and apply for grant/organizational/corporate funding for programming, including local Boch Fund, Cultural Council and Mass Humanities grants.</li> <li>• Attend grant-writing workshops.</li> <li>• Investigate more community partners to provide low-cost/free programming.</li> <li>• Assist Technical Services in securing grant funding for digitization projects.</li> <li>• Collaborate with the Friends of the Library to pursue funding from grants and donors to fund additional study rooms in the library.</li> </ul>	Spring 2020 July 2019 – June 2020	Children's Staff Adult and Information Services
<b>Seek adequate funding for the library's building and equipment including maintenance and improvements and library space needs.</b>	<ul style="list-style-type: none"> <li>• Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant</li> <li>• Investigate foundation funding and community/corporate partnerships.</li> </ul>	July 2019 – June 2020	Library Director and Trustees
<b>Seek adequate funding for library staffing needs, including staff education and development.</b>	<ul style="list-style-type: none"> <li>• Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant</li> <li>• Investigate foundation funding and community/corporate partnerships.</li> </ul>	July 2019 – June 2020	Library Director and Trustees

<p><b>Seek adequate funding for library print and digital materials.</b></p>	<ul style="list-style-type: none"> <li>• Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant</li> <li>• Investigate foundation funding and community/corporate partnerships.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Library Director and Trustees</p>
<p><b>Seek adequate funding for incidental needs, including office and building supplies.</b></p>	<ul style="list-style-type: none"> <li>• Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant</li> <li>• Investigate foundation funding and community/corporate partnerships.</li> </ul>	<p>July 2019 – June 2020</p>	<p>Library Director and Trustees</p>
<p><b>Seek adequate funding for improved library technology.</b></p>	<ul style="list-style-type: none"> <li>• Provide Director and Board with adequate statistics and information regarding technology usage and needs for the library to justify continued funding of technology resources.</li> <li>• Advocate for adequate library funding with the Town of Norwood. Work regularly with Finance Committee, Town Treasurer and Accountant</li> <li>• Investigate foundation funding and community/corporate partnerships.</li> </ul>	<p>Monthly, at request of Director/Trustees  July 2019 – June 2020</p>	<p>Technology Librarian  Library Director and Trustees</p>