

Saugus Public Library, Saugus, MA	YEAR
Alan Thibeault, Director athibeault@noblenet.org	2020-2021 (Rev 11.5.2020)

GOAL 1 – PROVIDE AN EXCELLENT FACILITY.

Objectives (if included in current strategic plan)	Actions	Metric/Timeframe for Activity	By Whom
Objective 1.2 - Improve safety and accessibility of exterior spaces.	Project a - Analyze exterior lighting needs and make necessary enhancements. Task 1 - Examine current lighting conditions to identify additional needs/adjustments	Analysis completed and needs identified NLT May 1, 2021	Director in collaboration with Facilities Dept.
Objective 1.2 - Improve safety and accessibility of exterior spaces.	Project b – Evaluate and address users’ parking needs Task 1 – Evaluate parking conditions and ID shortfall/issues	Prepare list of issues NLT January 31, 2021	Director

GOAL 2 - PROVIDE EASY ACCESS TO LIBRARY RESOURCES AND SERVICES.

Objectives (if included in current strategic plan)	Actions	Metric/Timeframe for Activity	By Whom
“	Project a - Identify and launch new education/enrichment opportunities. Task 2 - Establish conversation circles for ESL patrons/citizens	Program in place and operation NLT March 31, 2021	Director
“	Project a - Identify and launch new education/enrichment opportunities. Task 3 – Identify and evaluate educational/enrichment needs in the community and examine offerings at regional municipalities	New programs implemented; future programs identified and planned. NLT June 30, 2021	Director

“	<p>Project a – Create a comprehensive collection development policy which will guide our staff in selecting and maintaining materials that best meet the needs of our users.</p> <p>Task 2 – Revise/rewrite current policy as appropriate so that it incorporates best practices and current/emerging formats</p>	New policy written, approved, and implemented NLT January 31, 2021	Director, Committee
“	<p>Project a – Create a comprehensive collection development policy which will guide our staff in selecting and maintaining materials that best meet the needs of our users.</p> <p>Task 3 – Train purchasers to follow new policy</p>	Initial training completed and ongoing NLT March 31, 2021	Director, Committee

GOAL 3 – INCREASE COMMUNITY AWARENESS OF LIBRARY OFFERINGS.

Objectives (if included in current strategic plan)	Actions	Metric/Timeframe for Activity	By Whom
Objective 3.1 – Develop a comprehensive, consistent, and unified marketing presence in the community	<p>Project a – Create a formal marketing plan that strengthens the Library’s Brand.</p> <p>Task 1 – Research other library marketing plans to determine best practices</p>	List best practices in library marketing NLT February 28, 2021	Director, Department Heads
“	<p>Project a – Create a formal marketing plan that strengthens the Library’s Brand.</p> <p>Task 2 – Identify and evaluate available marketing channels and methods</p>	Complete report on available channels and list best ways to exploit them. NLT May 31, 2021	Director, Department Heads

Objective 3.3 – Ensure community members understand how to access Library programs and services.	Task 1 - Conduct a survey to identify services that patrons find difficult to find and/or use.	Survey completed/results tabulated NLT August 31, 2021	Director in collaboration w/Department Heads
“	Task 2 - Adjust and rewrite portions of the Web site, policies, and signage, as necessary, to ensure easy access to our services	Initial corrections identified and accomplished NLT October 30, 2021	Director in collaboration w/Department Heads

GOAL 4 – CONTINUALLY ENHANCE LIBRARY ADMINISTRATION, OPERATIONS, AND GOVERNANCE

Objectives (if included in current strategic plan)	Actions	Metric/Timeframe for Activity	By Whom
Objective 4.1 – Ensure continuous and efficient Library operations.	Project a - Improve vertical and horizontal internal communications. Task 1 - Seek input via survey and open discussion to identify communication gaps/choke points to internal communications	Initial survey Completed NLT March 31, 2021	Director in collaboration w/Department Heads
“	Project a - Improve vertical and horizontal internal communications. Task 2 - Form an internal committee charged with investigating internal communication requirements and shortfalls for the library	Create committee and hold initial meeting NLT May 1, 2021	Director in collaboration w/Department Heads
Objective 4.2 – Consistently enforce Library policies and procedures.	Task 1 - Establish a consequence-free formal reporting system to bring instances where established policies and procedures are inadequately or incorrectly enforced/observed to library director’s attention	Create reporting system, train staff on it, and put it into operation NLT October 30, 2021	Director in consultation with Committee

Objective 4.3 – Provide positive, helpful, and friendly customer service.	Project a - Establish high quality customer service standards. Task 1 - Identify an established customer service policy/procedure which will enable the library to best serve the community.	Select customer service model NLT NLT November 30, 2021	Trustees Chair, Director
<i>Objective 4.4 - Conduct ongoing after action review (AAR) of services given COVID-19 driven exigencies</i>	Project a - Write initial AAR	1st draft completed NLT February 28, 2021	Director