

Action Plan

Taunton Public Library, Taunton MA

FY2022

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Goals and actions to be addressed within the upcoming fiscal year.

Goal 1: Programming – To increase, strengthen, and expand programming.

Objective	Action	Responsible Person/Entity	Anticipated Completion
Develop new programs that target a more diverse audience.	Research new programming that targets underserved portions of the population	Program supervisor	Ongoing
	Implement one new program for teens/young adults to be held on a periodic basis	Young Adult Librarian, program supervisor	FY 2022
	Use survey results and public input to identify 1-3 possible new programs that can be feasibly implemented by the library in the next three years	Director, planning committee, Community Outreach Assistant, Friends of Taunton Public Library	FY 2022
Make the public more aware of the programs and services currently offered.	Continuously peruse new avenues to promote our programming	Director, Youth Services, Young Adult Librarian, Community Outreach Assistant	Ongoing
Encourage members of library staff to organize and run programs.	Continue to motivate library staff to develop their own programs based on their own interests and skills	Director, department supervisors, all staff	Ongoing
	Further develop staff skills and talents by enrolling in appropriate courses, webinars, and workshops	Director, department supervisors, all staff	Ongoing/as needed

Goal 2: Collection Development – To further develop library collections with appropriate materials for a modern community and to adequately maintain the current collections and increase circulation.

Objective	Action	Responsible Person/Entity	Anticipated Completion
Maintain library collections that are accessible and responsive to community needs and interests.	Continue to purchase relevant and current print materials based on patron interest and need	Director, Acquisitions Librarian, Youth Services Supervisor, Young Adult Librarian	Ongoing
	Ensure all materials currently in collection are relevant, contain accurate information from reliable sources, and are in usable condition	Director, Assistant Director, department supervisors	Ongoing
	Implement plan for preservation, digitization, or reformatting of historical documents in order to bring them to an online audience	Reference Supervisor, Reference Assistant	FY 2022
Promote library resources to the public in order to spread awareness of library offerings and increase circulation.	Implement schedule to regularly advertise arrival of new materials on social media and library website	Purchasing librarians who can promote associating materials	Ongoing/FY 2022
	Identify 1-3 new avenues for informing the public of all unique, but underutilized, resources the library offers	Youth Services, Circulation Department, Reference Department	FY 2022

Goal 3: Outreach – To increase our efforts to link the library and the community it serves, by forming strong connections with schools, local businesses, other city departments, and other organizations.

Objective	Action	Responsible Person/Entity	Anticipated Completion
Strengthen and utilize previously established connections with	Continue to strengthen communications between Taunton schools and the library	Youth Services, Young Adult Librarian,	FY 2023

organizations in the community.		Community Outreach Assistant	
	Visit local schools to sign up students for library cards, promote our resources, and build connections between school librarians and public librarians	Youth Services, Young Adult Librarian, Community Outreach Assistant	FY 2023
	Attend all applicable public events (such as school fairs, “what the city can do for you” events). Promote the library and set up a table with information and librarians willing to discuss services with the public	Director, Assistant Director Youth Services, Young Adult Librarian, Reference Department, Community Outreach Assistant, additional willing staff	Ongoing/when applicable
Develop a consistent online presence through social media and the library website.	Continue to maintain our website and contribute to our various social media accounts in order to reach our patrons online	Assistant Director	Ongoing
	Remain accessible online through direct messages and emails, and ensure the public is aware that we are responsive and can assist them online as well as in person	Reference Department	Ongoing

Goal 4: Funding – To strengthen the library’s available funding in order to offer an improved library experience to the community.

Objective	Action	Responsible Person/Entity	Anticipated Completion
Research and apply for all applicable grants and seek increased municipal funding.	Recognize and respond to all appropriate grant opportunities that present themselves, and stay up to date on all necessary documents required for completing grant applications	Director, Assistant Director	Ongoing

Goal 5: Staff Development – To encourage and support staff so that they can continue to serve the community to their full potential.

Objective	Action	Responsible Person/Entity	Anticipated Completion
Build staff skills and experience.	Encourage staff participation in webinars, conferences, workshops, and other learning opportunities that will strengthen their skillset	Director, Assistant Director, department supervisors	Ongoing/FY 2022
	Maintain library documents, guidelines, and encourage communications between staff in order to ensure all employees understand library goals and procedures	Director, Assistant Director, department supervisors	Ongoing
Ensure staff has resources needed to work remotely when necessary.	Establish appropriate guidelines for working from home	Director, Assistant Director, department supervisors	FY 2022