

<b>Gloucester Lyceum &amp; Sawyer Free Library, Gloucester</b>	<b>YEAR FY2018</b>
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**Goal 1. Actively promote education and learning....**

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<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Collaborate with cultural organizations.	Work with Gloucester Arts and Culture Intuitive on Our Town Grant	Begin August 2017	Library Director
Promote universal, free access to information.	Promote access via BPL eCard with brochure, website, in person; statewide access to biblioboard; and digital resources and collections provided by the Library.	Ongoing	Communications Specialist
Reach out to Art Haven, Cape Ann Y, Cape Ann Museum, etc.	Identify means to share resources and sponsor offerings.	Ongoing	Library Director and Assistant Director
Provide access to online courses for the community.	Collaborate with local educational institutions to provide space for group learning, teaching guides, and teaching assistants.	By July 2017	Information and Research Services Staff
Collaborate with local schools.	Conduct a multi-year school and public library strategic plan using One City, One Library model.	By June 2018	Library Director with School Superintendent
Collaborate with local schools.	Provide thematic, project-based, subject-specific support to librarians, faculty, and students in Middle and High Schools.	Ongoing	Teen Services Staff
Foster and expand opportunities for school and other educational institutions partnerships.	Strengthen and encourage current collaborations with elementary school, preschools, and Pathways for Children. Participate in Count Down to Kindergarten.	Ongoing	Children's Services Staff

Support literacy initiatives.	Collaborate with Middle and High School on summer reading.	Summer 2017	Teen Services Staff
Support literacy initiatives.	Encourage participation in summer reading for all ages	Summer 2017	Children's and Information & Research Services Staff
Support literacy initiatives.	Provide programs to support Cape Ann Reads project.	Begin January 2018	Library Director, Children's Services Staff with Cape Ann Libraries
Support literacy initiatives.	Develop circulating collection of English Language Learning materials.	Ongoing	Assistant Library Director with Wellspring Staff

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**Goal 2. Bridge the digital divide....**

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<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Identify strategic direction for technology aligned with City, Schools and NOBLE.	Implement a technology plan.	Complete December 2017	Technology Librarian with Technology Planning Committee
Provide exposure and instruction in available technologies.	Develop staff expertise through training, maintaining and experimenting with devices and applications. Offer one-on-one assistance and group training to the public.	Ongoing	Technology Librarian with Public Services Staff
Support information literacy and access.	Develop technology collection of portable devices and applications.	June 2018	Technology Librarian with Public Services Staff

**Goal 3. Implement ways to better serve the community, meet individual needs and create the feeling of being welcomed. (paraphrased)**

<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Allow easier and more transparent access to collections.	Curate physical collections. Reach target goal for collection size of 90,000 physical items. Promote digital collections.	Ongoing	Assistant Director with all staff
Provide orientation and directions to users	Install signage.	Ongoing	Assistant Director with all staff
Identify ways to welcome the underserved populations.	Reach out to the faith communities and the Grace Center	Ongoing	Library Director
Create co-working space	Define Wellspring's use of the library. Install appropriate furnishings.	July 2017	Library Director
Create more comfortable and usable seating.	Identify appropriate furniture for public areas.	Ongoing	Library Director with Building & Grounds Committee
Create Teen friendly, collaborative space.	Relocate Teen Services to the Main Level.	By June 2018	Teen Services Staff
Create ADA compliant environment.	Install mobile shelving and fixed stacks for materials with a minimum clearance of 36".	Ongoing	Library Director with Building & Grounds Committee

Create safe, accessible, useful library spaces to meet current and future needs.	Manage design process for a near-term renovated lower level and a long-term renovated or new library.	Throughout FY18	Library Director with Building & Grounds Committee
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**Goal 4. Cultivate a staff culture of creative thinking, problem solving, and focusing on customer service. (paraphrased)**

<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Increase safety of public and staff and improve customer service.	Double staff all public service areas for every hour the library is open.	Ongoing	Assistant Director
Identify individual staff strengths and goals for development.	Conduct appreciative inquiry assessment with each staff member and review at the staff member's requested.	Ongoing	Library Director, Assistant Director, & Department Heads
Develop an innovative culture.	Hold staff meetings that encourage creativity, storytelling, values identification, risks and rewards.	Quarterly	Library Director & Assistant Director
Develop staff skills and support staff interests.	Provide training in digital offerings, Readers' Advisory Services, Marketing, Social Media, technology, etc. Expose to trends, new library construction, etc.	Ongoing	Assistant Director
Develop staff knowledge.	Communicate information acquired at trainings and conference in writing and through presentations, if appropriate.	Ongoing	All Staff
Create better user experiences.	Use Service Design research process and implement results.	Begin July 2017	Assistant Director with public service staff
Increase capacity.	Develop volunteer program to support library initiatives.	Ongoing	Assistant Director

**Goal 5. Celebrate the history and culture of Gloucester....**

<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Provide professional archival services.	Add full-time Archivist position to serve in City Hall Archives and in Library's Local History Collection.	ASAP	Library Director with City of Gloucester
Collaborate with Cape Ann Museum Archives, City of Gloucester Archives, and other Cape Ann Public Libraries	Develop a portal or pathway to access archival materials.	June 2018	Local History Librarian/Archivist
Digitize unique holdings.	Preserve, stabilize, and digitize through the Digital Commonwealth and the Boston Public Library.	Ongoing	Local History Librarian/Archivist & Technical Services Librarian
Assure collections are properly preserved and cared for.	Act on the recommendations of the MBLC Preservation Specialist.	Complete June 2018	Local History Librarian/Archivist
Improve access to local history collections.	Relocate vertical files, active storage, Gloucester Shelf, and archives for collection stabilization and security.	Complete June 2018	Local History Librarian/Archivist
Support curriculum.	Promote collections during project-based research by Middle and High School students.	Ongoing	Information & Research & Teen Services Staff

**Goal 6. Increase community's awareness of library services and programs. (paraphrased)**

<b>Objectives (if included in current Long-Range Plan)</b>	<b>Actions</b>	<b>Timeframe for Activity</b>	<b>By Whom (optional)</b>
Raise the profile of the library in the community.	Implement strategic communications plan	Ongoing	Assistant Director with Community Public Relations Committee
Build relationships with local business and community groups.	Identify their needs and ways to support their activities.	Ongoing	Library Director
Study and adopt outreach strategies for target populations.	Outreach to homebound, homeschooled, institutionalized community members.	Ongoing	Assistant Director, Teen Services Librarian, and Senior Outreach Services Staff
Connect the community to library services, programs, and collections	Develop useful and pertinent content, pathfinders/LibGuides/Symbaloo, and links online and in print.	Ongoing	Information & Research, Local History, Technical, Teen, & Children's Services Staff.
Communicate using the languages of residents.	Create content online and in print in Spanish, Portuguese, and Italian.	Ongoing	Assistant Director & Circulation Services Staff
Identify future trends and community needs.	Initiate a strategic planning process.	Begin January 2018	Library Director with Board of Directors