**FY 2021 Action Plan**

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| **Gloucester Lyceum and Sawyer Free Library, Gloucester**  **Deborah Kelsey, Library Director, kelsey@sawyerfreelibrary.org** | **YEAR**  **FY2021** |

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| Goal (from library’s current Long-Range Plan)   1. Align library assets to inspire learning, drive development, grow social capital and create opportunities. |

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| **Objectives (if included in current Long-Range Plan)** | **Actions** | **Timeframe for Activity** | **By Whom (optional)** |
| Address the digital divide, foster digital literacy, and meet needs for technology programming and services within our community. | i. Survey the community directly to identify desired programming and knowledge.  ii. Collect statistics on technological needs presented by the community.  iii. Research library trends.  iv. Reach out to libraries with successful technological programming. | Annually | Technology Librarian |
| Increase collaborative programming. | Deepen relationships with natural partners, e.g. Cape Ann Museum, Gloucester Writers Center, Art Haven, Wellspring House, Gloucester Meeting House Foundation, Gloucester Stage, and Cape Ann’s public libraries to identify programming topics of shared interest. | Ongoing | Assistant Director |
| Reach out and engage teens. | Develop targeted programs and services: gaming, prevocational internships, mentoring and entrepreneurial development. | Ongoing | Community Librarian |
| Reach out and engage new adults and young professionals. | Develop targeted programs and services: gaming, making, financial literacy, mentorship, career development, job information, and small business startup. | Ongoing | Community Librarian |
| Engage new and current users. | Offer and promote experimental programs and services. | Ongoing | All |
| Expand capacity to offer experimental programs and services. | Connect with community experts and integrate into the volunteer program. | Ongoing | Assistant Director, All |

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| Goal (from library’s current Long-Range Plan)  2. Provide access to content. |

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| **Objectives (if included in current Long-Range Plan)** | **Actions** | **Timeframe for Activity** | **By Whom (optional)** |
| Support participatory, experiential learning, making, and playing. | Develop a Library of Things (Tools, Toys, and Technology) with the DPW through the Recycling Dividends Program. | Ongoing | Technology Librarian |
| Increase use of Foundation Center electronic resources. | i. Promote to nonprofit organizations on Cape Ann through the Chamber of Commerce.  ii. Encourage Information Services staff to complete online training modules.  iii. Offer training to public. | Annually | Technology Librarian, Community Librarian |
| Increase use of Ancestry, Heritage Quest, Newsbank *Gloucester Daily Times,* and digitalized archival collections. | i. Promote to City Archives and Cape Ann Museum Library and Archives volunteers.  ii. Encourage Information Services staff to familiarize themselves with online resources.  iii. Offer training to public. | Annually | Local History Library |
| Increase use of electronic collections through OverDrive and Hoopla. | i. Promote widely to staff and public.  ii. Train all staff to download and use.  iii. Provide support at each service point. | Annually | Assistant Library Director, Technology Librarian |
| Procure and share physical versions of content. | Select materials in multiple formats based on topic, genre, need, and demand. | Monthly | Collections Librarian, Community Librarian, Collection Management Team |
| Procure and share electronic versions of content. | Evaluate electronic collections and modify and augment as indicated by subject and usage. | Monthly | Technology Librarian, Collection Management Team |
| Promote digital versions of content through social media and the website. | Train interested staff in WordPress through NOBLE. | Annually | Assistant Library Director, Social media team |
| Repurpose library programs for asynchronous, remote access. | Train staff to create Podcasts and record programming. | Annually | Technology Librarian |
| Provide high-speed broadband and audio visual equipment to deliver and create content. | i. Work with City IT and 1623 Studios to identify appropriate equipment for purchase or lease.  ii. Arrange with 1623 Studios for staff training.  iii. Offer training opportunities to the public. | Ongoing | Technology Librarian |
| Provide access to local history physical and digitized collections. | Refer to specific goals and actions outlined in the Library’s Preservation Long Range Plan FY2019-FY2023. | Ongoing | Local History Librarian |
| Include and curate a community collection of mentors, experts, volunteers. | Develop a human library program. | Ongoing | Director, Community Librarian |

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| Goal (from library’s current Long-Range Plan)  3. Ensure the long-term sustainability of the public library. |

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| **Objectives (if included in current Long-Range Plan)** | **Actions** | **Timeframe for Activity** | **By Whom (optional)** |
| Transform the service model to develop the library assets: people, place, platform. | Evaluate current programs, services, facility, grounds, and staff to identify opportunities for transformation. | Annually | Director |
| Secure sustainable funding base for the future. | Work with the Capital Projects Committee, Friends of the Library, Board of Trustees, Sawyer Library Foundation, the City, and other funding sources. | Ongoing | Director |
| Improve and modernize physical facility. | Work with Building and Grounds and Capital Projects Committees on immediate and long term capital projects. | Ongoing | Director |
| Demonstrate effectiveness and impact. | Identify baselines, benchmarks, and goals for each target population and measure outcomes. | Ongoing | Assistant Director & Librarians |
| Amplify the level of service and reinforce the library’s central role. | Augment and promote the programs and services of community partners. | Ongoing | Assistant Director |
| Improve communication. | i. Oversee website development and maintenance.  ii. Identify and train staff in marketing tools and techniques. | Ongoing | Director, Assistant Director |
| Communicate value proposition of the public library. | i. Develop the case for the library.  ii. Advocate for the library during the city budget process.  iii. Install the library calculator on the website. | Annually | Director |
| Capitalize on economies of scale in the networked world and maintain local control. | Become a Magnet library to complement and supplement the offerings and reinforce the strengths of the region’s public libraries in terms of programming, broadband, core collections, hours, staff, and services. | Ongoing | Director |

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| Goal (from library’s current Long-Range Plan)  4. Cultivate leadership. |

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| **Objectives (if included in current Long-Range Plan)** | **Actions** | **Timeframe for Activity** | **By Whom (optional)** |
| Provide opportunities to engage, bring together disparate voices and opinions, and facilitate civil conversation on issues that matter to the community. | Implement Library as Civic Hub project with numerous collaborating community organizations and local government. | Ongoing through September | Assistant Director |
| Sustain the educational, economic, and civic health of the community. | Collaborate with Cape Ann Chamber of Commerce, Gloucester public schools, Gloucester Educational Foundation, and other local educational initiatives to augment and support their programs. | Ongoing | Community Librarian & Children’s Librarian |
| Develop library advocates. | i. Relate volunteer program directly to library services and expand number of volunteers.  ii. Support Friends of the Library.  iii. Develop role of Corporators. | Ongoing | Director, Assistant Director |
| Work on the City’s 400th. | Participate on the planning committee. | Ongoing | Assistant Director, Local History Librarian |
| Strengthen intersections between diverse individuals and organizations of the community | i. Forge effective relationships with community organizations serving marginized community members.  ii. Reach out to individuals less well served by traditional library services. | Ongoing | Community Librarian |
| Reach out and engage teens. | Form an advisory group. | Within the year | Community Librarian |
| Reach out and engage new adults and young professionals. | Form a virtual advisory group. | Within the year | Community Librarian |