

“Library as Commons” Goals and Objectives

Goal #1: To build a sense of unity and community among library users of various ages and to create opportunities and provide programs and services for people who share and who have common interests.

Objective 1.1: An average number of 1,500 people will attend programs sponsored by the library per season.

Activities/Action Items

- To develop programming through the Teen Advisory Board, as described in the LSTA grant received from the MBLC in October '07, which will attract Tweens and Teens during FY '08 and FY'09
- To encourage more library patrons with special needs to come to the Library for programs and services the Library will apply in FY '08 for LSTA grant funding in FY '09/ FY'10 to provide specific programming and services to directly meet the needs of these patrons
- Provide program advertising more broadly throughout the community and also target those people most likely interested in the program topic and to survey program attendees to determine opportune times to hold programs and gather additional program recommendations, etc. FY '09

Objective 1.2: Four programs per year will attract a multigenerational audience.

Activities/ Action Items

- Develop programming around common themes (i.e. adult programming in the summer could link with children's summer reading program theme) FY '08 and FY'09

Objective 1.3: Create a space which will facilitate the development of a sense of community at the Library.

Activities/Action Items

- Design and develop a Commons space for the Brewster Ladies' Library (FY 09 and FY'10)
- Begin to redesign the area first encountered by most patrons to integrate merchandizing ideas for high interest collections (new book fiction and non-fiction areas and DVD/CD collections) to make it visually more appealing, to encourage and facilitate

browsing which will also increase circulation of these collections in FY'09

Goal #2: To improve the delivery of library information using technological resources such as; the library web site, list serves, e-mail, blogs etc.

Objective 2.1: 20% increase in visits or hits to the library website each FY.

Activities/ Action Items

- Evaluate and improve library web site so it is more user-friendly and welcoming to patrons. (Annually)
- Update Reference and Children's web information/links, etc. and generally improve navigation for patrons (FY '09)

Objective 2.2: 5% increase in the number of Brewster patrons using the Virtual Catalog per year to successfully receive items.

Activities/ Action Items

- Provide routine and effective 1-1 training to patrons on using the Virtual Catalog (Ongoing)
- Add a link on Library website to a YouTube video developed by Eastham Public Library to encourage the use of Virtual Catalog and develop a flyer for patrons to assist and encourage use of the Virtual Catalog

Objective 2.3: 33% increase in library announcements/notices posted or sent electronically to patrons by FY '09.

Activities/ Action Items

- Utilize the component of the Millennium Circulation package which provides patron courtesy and/or auto notices
- Add to and/or update patron email addresses in CLAMS patron records by asking for or updating email information as part of each circulation transaction

Goal #3: To provide improved meeting spaces for nonprofit groups in the community.

Objective 3.1: 5% increase in the number of nonprofit groups using the meeting spaces per year.

Activities/ Action Items

- Consider furniture (tables/chairs) and painting improvements to lower level meeting rooms and add access to additional technologies (i.e. wireless network/ audio conferencing capabilities)

Objective 3.2: 15% increase in the number of room reservations by groups by FY'09.

Activities/ Action Items

- Contact/survey community groups to determine meeting space needs/interests
- Improve relationship with groups who use the meeting rooms
- Increase awareness of the availability and opportunity for nonprofit groups to use the library as a meeting place, advertise the availability of Library spaces in other nonprofit newsletters (i.e. Council on Aging, Board of Trade)

“Cultural Awareness” Goals and Objectives

Goal #4: To improve access to information about Brewster’s history.

Objective 4.1: Increase by 15% the number of people who use Brewster historical resources by FY’09.

Activities/ Action Items

- Highlight collections which will be more accessible due to the development of finding aids, as a result of the NEH grant which will be completed in January of 2008
- Develop more programs around the Library’s collections of Brewster historical resources
- The Library will also continue to be an active member of the Town-wide Brewster Archives Committee, committed to preserving and providing access to Brewster historical resources, including oral histories, manuscripts, etc.
- Seek grant money, CPA and other sources, through the Brewster Archives Committee to coordinate efforts around making Brewster historical resources available to community members

Objective 4.2: Increase by 25% the number of Brewster resource items digitized by FY’10.

Activities/ Action Items

- Identify collections to be digitized and develop the expertise and/or the necessary funding to pursue such digitization projects

Goal #5: To provide a forum for Brewster residents to become more knowledgeable and to have a greater appreciation of cultural diversity

Objective 5.1: Six programs or exhibits per year in this area.

Activities/ Action Items

- Continue the *First Friday Foreign Film* series, started in FY ’08, which features acclaimed foreign films purchased by the Library
- Create a separate foreign film collection into its’ own unique, circulating DVD collection

- Add culturally diverse, live musical performances for all ages
- Add more *Beyond our Borders* programs
- Add more 3D and book displays which highlight other cultures
- Consider programming possibilities with the local UN Association group with Nauset HS and CCCC and other educational organizations to develop such programming

Objective 5.2: 15% increase in the number of items added to the collection promoting cultural diversity by FY'10.

Activities/ Action Items

- Purchase foreign films, language CD's, books and other resources and create bibliographies for patrons of all ages to publicize and highlight these resources and post these on the Library's website

Goal #6: To maintain the Library's commitment to providing residents with opportunities to learn about and to value; literature, music, and, the performing and visual arts.

Objective 6.1: Twenty programs offered in these areas per year.

Activities/ Action Items

- Develop linkages through joint programming and in other ways with the; Brewster Cultural Council, the Cape Cod Writer's group and the Cape Cod Repertory Theatre

Objective 6.2: Twelve exhibits presented in these areas per year.

Activities/ Action Items

- Consider purchasing display cases for 3 dimensional artwork (i.e. pottery and jewelry) to accommodate additional forms of artwork to highlight and to display in the Library
- Consider purchasing portable display "walls" to provide for the display of artwork throughout the Library in ever-changing locations

“Current Topics and Titles” Goals and Objectives

Goal #7: To maintain an adequate and up-to-date popular collection for the entire community.

Objective 7.1: 15% increase in circulation of library materials in this area by FY'09.

Activities/ Action Items

- Explore and consider purchasing slat wall material for the ends of book stacks to provide additional opportunities for the display of books and to provide reader's advisory information which will lead to increased circulation of such items

Objective 7.2: 10% of all new collection purchases are current topic/title items on a yearly basis.

Activities/ Action Items

- Review and reconsider the McNaughton Plan to possibly rent additional high demand items
- Have suggestion box for book purchase suggestions/etc.
- Add similar “suggestion box” feature on the Library's webpage

Goal #8: To provide information to the community about Library resources using new technologies and traditional methods. [For example: blogs; reader reviews; etc.]

Objective 8.1: Ten new activities to provide Reader's Advisory services per year.

Activities/ Action Items

- Utilize Ingram's website (ipage) to provide resources/handouts on current releases, etc. to announce and to promote new acquisitions
- Add a “Staff Picks” display area and change/update frequently

Objective 8.2: A Readers Forum blog will be introduced in FY '09.

Activities/ Action Items

- Encourage staff to attend training on creating and maintaining blogs and to start a reader's blog

- Add more and different book groups (in person and online via blogs)

Goal #9: To incorporate evolving technology into developing future Library collections, services, and the Library of the future.

Objective 9.1: 5% increase in circulation of DVDs per year.

Activities/ Action Items

- Shift funds to increase DVD purchases
- Improve patron access and display of DVDs

Objective 9.2: To incorporate downloadable audio and video materials into the circulating collection.

Activities/ Action Items

- Encourage and vote to adopt Overdrive as the downloadable audio/video vendor for CLAMS
- Publicize the availability of Overdrive as a resource via the BPL
- Continue to track use and to purchase Play Aways
- Consider and keep informed about the changing role of libraries (Library 2.0) and adopt new strategies for developing collections and for providing services - migration from resources being pc-based to portable cell phone devices (internet/audio/video)