

J. V. Fletcher Library Annual Action Plan FY24

GOALS, OBJECTIVES, AND ACTIVITIES	FY24	WHO
GOAL 1: Library patrons enjoy a modern, expansive facility, designed to afford: collection growth; study, activity and meeting space; leisure reading; technological access; safe communal areas, and; parking during service hours which reflect their needs.		
OBJECTIVE 1.1: The Board of Library Trustees and Library Administration will resume regular meetings with the Permanent Town Building Committee to poise the Library Building and Expansion Project for positive Town acceptance/approval within six months of the awarding of a provisional Grant Award by the Massachusetts Board of Library Commissioners.		DIR
a. Activity: During FY24, the Architectural Design Firm will submit the design of the Main Street façade to the Accessibility Board.		DIR
b. Activity: Beginning in FY24, the Board of Library Trustees, Permanent Town Building Committee and Library Director will engage in a thorough formal design review process with Town Boards, Committees and personnel, OPM and Designer.		BOT, DIR
OBJECTIVE 1.2: The Board of Library Trustees, Library Foundation and Library Friends will engage in informational and fund-raising community events to educate the Westford public on the Library Building Project.		BOT, DIR, FOL
OBJECTIVE 1.3: The Board of Library Trustees, Permanent Town Building Committee and Library Administration will identify viable properties to serve as an off-site library facility during the duration of the Library Building Project, from ground-breaking until occupancy, and prepare for off-site services to the Westford public.		BOT, DIR
a. Activity: Library Personnel will methodically assess, cull and label for storage or relocation all circulating and non-circulating collections and formats in preparation for moving, and conducting library operations off-site.		MGMT, TS
b. Activity: The Board of Library Trustees and Library Administration will research, identify and procure storage, moving and relocation services for current building contents, and transport and set up at a temporary site.		DIR
c. Activity: The Board of Library Trustees and Library Administration will research, identify and procure fine arts and archival, museum-quality storage for germane library historical and art collections and holdings.		DIR, IS
1.4 OBJECTIVE: The Board of Library Trustees, in concert and collaboration with other Town Boards and entities, will continue to pursue improvements, enhancements and solutions to limited Library parking and expanded parking options within walking distance of the Town Common.		BOT

J. V. Fletcher Library Annual Action Plan FY24

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GOAL II: Library patrons of all ages, abilities, socio-economic circumstances and diverse cultural backgrounds, have access to collections, meaningful activities, programs and events which foster personal growth, self-development, exposure to ideas, art, local and world cultures, and current issues and discourse.		
OBJECTIVE 2.1: Library Personnel will select collections, formats and resources which reflect and celebrate local and world cultures, and the unique demographics of the Westford community.		MGMT
a. Activity: Throughout the year, Adult, Young Adult and Youth Services' programs will be offered that reflect global cultural and ethnic groups representing the Westford demographic.		IS, YS
OBJECTIVE 2.2: Library Personnel will research and proffer programs, activities and events which celebrate local and world cultures, and the unique demographics of the Westford community.		MGMT
a. Activity: Throughout the year, Adult, Young Adult and Youth Services' programs will be offered that reflect local cultural and ethnic groups comprising the Westford demographic.		IS, YS
OBJECTIVE 2.3: Library Personnel will provide resources, databases, collections and programs which support the initiatives of the Town of Westford Diversity, Equity and Inclusion Committee.		MGMT
a. Activity: At least twice annually, Adult and Young Adult programs will be offered which focus on racial justice, ethnic diversity, equity and inclusiveness of all types.		IS, YS
OBJECTIVE 2.4: Library Personnel will provide resources, collections and live and remote programs accessible to the disabled, homebound, etc.		MGMT
a. Activity: During FY24 and going forward, library personnel will continue to build the "Dementia Friendly" collection and collaborate with the Cameron Senior Center and appropriate partners on programs and collections.		C
GOAL III: Library patrons avail themselves of a global array of services, programs, resources, technologies and collections reflecting their life-long needs, interests, careers, diverse demographics, and "New Normal" environment supported by an ample, trained, customer-oriented staff.		
OBJECTIVE 3.1: Patrons enter the "New Normal" with the following COVID services carried forward: virtual and outdoor programs, Craft Bags, Book Bundles, Curbside Delivery, co-funding and hosting with sister libraries on events, Zoom/Virtual meetings and Pop-Up Libraries.		MGMT
a. Activity: Attendance and participation in Adult Programs will increase via partnering with sister libraries, simultaneously broadcasting over Zoom, and posting recordings on Youtube.		IS
b. Activity: Youth Services will create monthly CRAFT BAGS WITH A BOOK, and continue to provide BOOK BUNDLES for Westford families.		YS, C

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OBJECTIVE 3.2: Westford high schoolers receive academic, research and social support via programs on College Aid, the scheduling of EXAM WEEK two times per year, and HOMEWORK study night one night per month.		IS, YS
a. Activity: Information Services will subscribe to a college preparatory database to support Westford high schoolers.		IS
b. Activity: Information Services will pursue relationships with librarians at Westford Academy and Nashoba Valley Technical High School to promote services relevant to teens (college application programs, potential college prep database).		IS
c. Activity: Information Services and Young Adult Services will collaborate and offer two EXAM WEEKS per year and monthly HOMEWORK nights October through May.		IS, YS
OBJECTIVE 3.3: Westford and area residents receive expertise, support, collegiality and networking via the Mass Libraries 50+ Job Seekers Networking Group free programming.		SYST
OBJECTIVE 3.4: Westford patrons enjoy materials in various languages, and/or their native languages, via increased Collection Development and specified Foreign Collection deposit loans from the Boston Public Library.		IS
a. Activity: Information Services will borrow a greater number of foreign language deposits from the Boston Public Library (e.g. Arabic, Chinese, Japanese, Korean, and Spanish).		IS
b. Activity: Library Personnel will expand the Great Courses, American Film Institute, Foreign DVD and DVD Travel collections and titles and formats expressly chosen for Westford demographics.		TS
OBJECTIVE 3.5: Westford patrons enjoy the attention and service of an engaged, dedicated staff resulting from professional development, adequate staffing and training, Succession Planning, and infilling of vacancies.		DIR
GOAL IV: Library patrons enjoy increased awareness of, and access to, Library collections, formats, programs, technologies, services, community partnerships and outreach because of an expanded marketing program and the support of the Friends of the J. V. Fletcher Library.		
OBJECTIVE 4.1: Library patrons receive a thorough introduction to library services and spaces via personalized and virtual Library Tours, improved signage and wayfinding, and improved layout.		MGMT
a. Activity: Library Personnel will produce a virtual tour of the Library facility and collections to orient new users and card holders to the space and collections array.		C, SYST

J. V. Fletcher Library Annual Action Plan FY24

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OBJECTIVE 4.2: Library Personnel promote and market library services, events and collections via traditional publicity outlets, the weekly Friends eNewsletter, Website enhancement, and current and evolving Social Media.		MGMT
OBJECTIVE 4.3: Library patrons utilize a robust WiFi connection [hardwired or mobile] both within, and beyond the library walls, and via circulating HotSpots		SYST
OBJECTIVE 4.4: Library personnel maximize marketing, community engagement, outreach and visibility via strong Community Partnerships, cooperation with sister libraries, WestfordCAT, the Public School/Public Library Collaborative, and other partnering entities.		MGMT
KEY: BOT = BOARD OF LIBRARY TRUSTEES; C = CIRCULATION; DIR = LIBRARY DIRECTOR; FOL = FRIENDS OF THE LIBRARY, INC.; IS = INFORMATION SERVICES; MGMT = ALL MANAGEMENT; SYST = SYSTEMS; TS = TECHNICAL SERVICES; YS = YOUTH SERVICES.		