

# Framingham Public Library

## Annual Action Plan

### Goals & Objectives

# 2025

#### 1 GOAL: UNITING & GROWING COMMUNITY

**OBJECTIVE:** Strengthen the library's role as a central hub for collaboration, creativity, and civic engagement.

1. Create flexible gathering and workspaces to support the creative economy and municipal demands (Library as Third Place).
  - Assess current library spaces and usage patterns and identify areas for updates that balance aesthetics and functionality.
  - Conduct community surveys or focus groups to determine workspace needs.
  - Develop a phased plan to convert or adapt spaces into flexible-use areas.
  - Invest in movable furniture, technology (e.g., smartboards, high-speed Wi-Fi), and creative tools.
  - Add signage and wayfinding tools to improve navigation.
  - Promote the new spaces through marketing campaigns and partnerships with local businesses and the Framingham Public Library Foundation.
  - Expand outdoor seating and programming spaces.
  - Ensure all improvements promote accessibility, comfort, and a sense of discovery.
2. Rebuild and reestablish the Framingham Room Collection and City Historical Archives.
  - Inventory and assess the current state of the collection and archives and work with a space planner to appropriately locate materials.
  - Seek funding to create dedicated and appropriate library space to store precious archives.
  - Create a Reading Room for public access to historical materials.
  - Partner with local historians, genealogists, and cultural organizations for input and resources.
  - Digitize key materials and create a searchable online database.
  - Host workshops and events centered on Framingham's history to engage the community.
3. Revitalize City 311 for community navigation.
  - Collaborate with city officials to understand gaps in current 311 services and to create a strategy to optimize the service.

#### 2 GOAL: YOUR PLACE TO LEARN

**OBJECTIVE:** Expand the library's role as a center for education and lifelong learning.

1. Structure and schedule classes and instructional programming to meet patron needs.
  - Use data (e.g., attendance, surveys) to identify gaps in current programming.
  - Create a year-round calendar of offerings targeting diverse age groups and skill levels.
  - Hire or partner with subject-matter experts for popular or high-demand topics.
  - Establish consistent formats (e.g., hybrid classes for accessibility).
  - Partner with local organizations (e.g., restaurants for cooking demonstrations.)
2. Expand test prep and academic support offerings.
  - Research demand for test prep (e.g., SAT, GRE, GED) and identify partners or funding sources.
  - Develop partnerships with local schools, universities, and tutoring services.
  - Promote and expand the Homework Center by providing dedicated volunteers.
  - Include study skills workshops and peer tutoring opportunities.
3. Host satellite classes for Framingham State University and MassBay Community College.
  - Meet with representatives from these institutions to explore collaboration models.
  - Identify topics and formats that appeal to immigrants and underserved populations.
  - Provide necessary space, technology, and library resources for these programs.

## 3 GOAL: PATRON-FIRST CULTURE

**Objective: Build a welcoming, inclusive, and user-centered library experience.**

1. Evaluate and revamp policies and procedures.
  - Work with the Policies and Procedures Working Group to conduct a thorough review of all current policies and procedures and to identify gaps.
  - Update policies to reflect inclusivity, transparency, and flexibility.
  - Provide staff training on policy changes and ensure consistent implementation.
2. Create a new long-range plan.
  - Form a strategic planning committee including staff, trustees, and community members.
  - Gather input from community surveys, focus groups, and city leaders.
  - Identify short-term and long-term priorities aligned with community needs.
  - Publish and promote the plan, ensuring clear milestones and accountability measures.
3. Create a new library website optimized for ease and accessibility.
  - Analyze usability studies, staff and patron feedback, and website analytics to identify strengths, weaknesses, and high-traffic areas of the current website and create goals.
  - Collaborate with the chosen developer to create a user-friendly prototype aligned with accessibility standards (e.g., ADA compliance).
  - Transition smoothly from the old site to the new, ensuring all critical information is intact.
  - Promote the new website through tutorials, social media, and workshops.
  - Establish a schedule for regular updates and gather ongoing feedback for continuous improvement.

## 4 GOAL: ECONOMIC & COMMUNITY PARTNERSHIPS

**Objective: Leverage partnerships to foster economic growth, education, and innovation.**

1. Engage with Downtown Framingham Inc (DFI).
  - Join DFI events to build awareness and connections.
  - Advocate for library representation on the DFI board.
  - Partner on initiatives that boost foot traffic to the downtown area and library.

2. Develop a coworking space for local professionals.
  - Survey local businesses, job seekers, and entrepreneurs about their needs.
  - Equip the space with amenities such as private meeting rooms, presentation technology, and networking tools.
  - Host regular networking events or professional development workshops.
3. Become the research headquarters for municipal government.
  - Designate a librarian or team to specialize in municipal resources.
  - Develop a curated repository of government documents and research materials.
  - Partner with city departments to identify and meet their research needs.

## 5 GOAL: OPERATIONAL EXCELLENCE

**Objective: Maintain and enhance library spaces and operations to foster inclusivity and innovation.**

1. Invest in accessibility.
  - Conduct an ADA compliance audit of all facilities.
  - Prioritize multilingual wayfinding materials and documentation.
  - Provide training for staff to assist patrons with disabilities.
2. Complete important operational and building infrastructure safety upgrades.
  - Install cameras in identified blind spots to improve patron and staff safety.
  - Install a bi-directional amplifier at the Branch Library to ensure reliable cell and radio signals for first responders.
  - Provide comprehensive safety training for staff, including updated emergency procedures and an updated Emergency Procedures Guidebook for staff.
  - Develop refined onboarding procedures to integrate new staff effectively and to reinforce safety protocols.
3. Enhance staff and trustee development.
  - Develop a professional development calendar with diverse opportunities (e.g., conferences, workshops, webinars).
  - Include DEI (Diversity, Equity, Inclusion) and cultural awareness training as a mandatory component.
  - Encourage cross-training to improve service delivery and teamwork.