

# Annual Action Plan FY22

## Goals, Objectives, and Activities

### Goal 1 Uniting and Growing Community

**OBJECTIVE 1A: Actively reach out to support and encourage library exploration, ensuring that everyone has the opportunity to discover what the Library holds for them.**

**ACTIVITY:** Establish an Emerging Adults Committee designed to assess the needs and conduct outreach to this demographic.

**ACTIVITY:** Maintain and grow Senior Resources webpage and continue to develop instructional, wellness, and enrichment programming for seniors.

**ACTIVITY:** Grow online presence. Explore different ways to reach patrons through video, audio, and social media.

**OBJECTIVE 1B: Be a central source of city information for residents, municipal departments, and elected and appointed officials.**

**ACTIVITY:** Develop web page and pathfinder for City Services and Resources.

**ACTIVITY:** Continue to participate actively in City Infoline and in the development of the City 311 project.

**ACTIVITY:** Train Reference team on municipal processes and procedures to better guide patrons.

**OBJECTIVE 1C: Reflect the richness of the people and communities of Framingham in everything we do.**

**ACTIVITY:** Publish key publications English, Spanish, and Portuguese. Work toward all publications being published in English, Spanish, and Portuguese.

**ACTIVITY:** As part of a Library rebranding process, create a universal signage and wayfinding system accessible to all.

**ACTIVITY:** Offer at least one program per month that represents the ethnic diversity of the City.

**OBJECTIVE 1D: Create and maintain welcoming, flexible, safe, and accessible spaces to gather, learn, and collaborate.**

**ACTIVITY:** Realize the plan for a new Teen Space in the Main Library.

**ACTIVITY:** Install a new accessible Circulation Desk in the Main Library. Implement redesign of the first floor in the Main Library.

**ACTIVITY:** Create executable plan for implementing Main Library space redesign.

**OBJECTIVE 1E: Deliver entertaining literary, educational, and cultural programming through a variety of media to enrich our community.**

**ACTIVITY:** Utilize the Costin Room audio and video equipment to its fullest potential. Record and make available staff-produced videos on a variety of topics. Continue to film and stream other programs in the Costin Room.

**ACTIVITY:** Develop an author series.

**ACTIVITY:** Create a staff run Library Podcast.

### Goal 2 Your Place to Learn

**OBJECTIVE 2A: Provide equitable access to desired information and resources, and bridge the technology gap—for all ages.**

**ACTIVITY:** Develop the Library of Things to ensure the inclusion of items that may be cost prohibitive or otherwise inaccessible to underserved populations.

**ACTIVITY:** Increase the number of Wifi Hotspots in circulation. Begin to circulate Chromebooks.

**ACTIVITY:** Utilize the Framingham Public Library Spark Lab to provide critical STEAM educational experiences for children as well as access to materials and instruction for creative projects for all ages.

**OBJECTIVE 2B: Expand basic literacy instruction and English Language Learning for adults, and support those seeking citizenship.**

**ACTIVITY:** Advocate for the growth and financial support of Literacy Unlimited.

**ACTIVITY:** Better integrate Literacy Unlimited into Library operations by relocating it to a more centralized area. Develop cross-programming with Adult Programming and Children's Departments.

**ACTIVITY:** Continue to support the Citizenship Corner collection development and continue to offer Citizenship Classes throughout the year.

**OBJECTIVE 2C: Share school and library resources to maximize the impact of technology, collections, and programming.**

**ACTIVITY:** Maintain active partnerships with School Media Specialists.

**ACTIVITY:** Partner with the Framingham Public Schools on Framingham Reads Together.

**ACTIVITY:** Work with the Parent Information Center Director to ensure every new school registration includes a Library Card registration.

**OBJECTIVE 2D: Provide opportunities to explore new interests and training to build and enhance skills through all stages of life.**

**ACTIVITY:** Continue to offer and expand innovative, educational, enriching programming for children and families and support the Homework Center in offering academic enrichment activities and academic support to Framingham youth.

**ACTIVITY:** Using grant funded cooking carts, develop a Culinary Literacy Program which includes basic cooking instructional videos and other resources.

**ACTIVITY:** Develop and offer technology and device training for all ages especially senior citizens.



### Goal 3 Patron-First Culture

**OBJECTIVE 3A: Create a positive and welcoming environment that focuses on user experience and removes barriers to collections, technology, spaces, and other library services.**

**ACTIVITY:** Explore a complete Library rebrand which encompasses customer service guidelines and processes to encourage a patron-focused culture.

**ACTIVITY:** Advocate for the removal of fines for late materials.

**ACTIVITY:** Realize the implementation of planned Technology Upgrade which will create conditions necessary for robust and reliable systems to ensure best patron experience.

**OBJECTIVE 3B: Encourage civility and empathy by providing a safe space for the open exchange of ideas.**

**ACTIVITY:** Establish dedicated resources for the development and marketing of anti-racism collection and programming.

**ACTIVITY:** Work with the Community and Outreach Services Department to develop a "connections" program to foster empathy and understanding between economically and ethnically diverse groups.

**ACTIVITY:** Begin to explore the "Library of People" project as a potential for Framingham.

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**OBJECTIVE 3C: Champion the needs of the underserved and most vulnerable members of our community.**

**ACTIVITY:** Expand and grow delivery of Library materials to senior residences.

**ACTIVITY:** Continue Partnership with the Public Health Department to offer staff training in opioid addiction and Narcan administration.

**ACTIVITY:** Offer staff opportunities for Mental Health training.

**OBJECTIVE 3D: Be the Library the community wants.**

**ACTIVITY:** Develop and distribute surveys at the conclusion of each program.

**ACTIVITY:** Be present in city neighborhoods by attending and presenting at neighborhood association meetings, exploring using neighborhood venues for library programming and satellite collections and seeking resident input on library initiatives.

**ACTIVITY:** Provide a clear pathway for patron feedback in the form of a virtual comment box available on the website.

**OBJECTIVE 3E: Be ready to respond and inform in emergency situations.**

**ACTIVITY:** Revise and redistribute Employee Emergency Procedures Manual.

**ACTIVITY:** Assess and evaluate COVID-19 response procedures and protocols. Establish best practices based on this evaluation to include in Employee Emergency Procedures Manual.

**ACTIVITY:** Develop and implement a clear communication plan in case of emergency.

## Goal 4 Economic and Community Partnerships

**OBJECTIVE 4A: Serve as a catalyst for small business, entrepreneurship, and the creative economy by providing research expertise, technology, services, collections, and spaces.**

**ACTIVITY:** Partner with FSU's Entrepreneur Innovation Center to bring entrepreneur, innovation, and small business workshops, resources, and education to our community.

**ACTIVITY:** Ensure strong relationship with Downtown Framingham, Inc.

**ACTIVITY:** Dedicate staff time to developing Business Reference expertise.

**OBJECTIVE 4B: Leverage our physical location to support development of a vibrant downtown.**

**ACTIVITY:** Install additional Wifi municipal access point on Main Library Building to ensure downtown access to free, reliable Wifi.

**ACTIVITY:** Conduct a marketing and outreach initiative including the Downtown and surrounding neighborhoods to assess the needs of residents, businesses, and social service organizations.

**ACTIVITY:** Reach out to Downtown apartment developments to ensure residents are familiar with Library offerings and activities.

**OBJECTIVE 4C: Create a library presence across the city, reinforcing the fabric of Framingham's neighborhoods.**

**ACTIVITY:** Continue to grow and develop Bookmobile routes and offerings.

**ACTIVITY:** Work with Parks and Recreation to install story walks and/or Library branded Bookshares throughout the City's parks.

**ACTIVITY:** Ensure Library presence at neighborhood gatherings and associations meetings.

**OBJECTIVE 4D: Provide resources for entry into the job market and support career development.**

**ACTIVITY:** Develop a Job Skills Workshop Series.

**ACTIVITY:** Offer virtual or in person weekly Resume Building.

**ACTIVITY:** Review and refresh and Career Building Collection particularly with an eye toward building electronic and remotely available resources.

**OBJECTIVE 4E: Foster meaningful and active collaborations with community, municipal, and business organizations.**

**ACTIVITY:** Expand the scope of Library partnership with Parks and Recreation and Callahan Senior Center to coordinate and maximize access to programming.

**ACTIVITY:** Recommit to supporting and working actively with the Early Childhood Alliance of Framingham and their activities to support early learning access for all children.

**ACTIVITY:** Partner with Framingham Community Connections Coalition to offer the Youth Internship program at the Library during school breaks.

## Goal 5 Operational Focus

**OBJECTIVE 5A: Underscore our commitment to efficient and responsible use of the Library budget and continue to seek additional funding opportunities outside of municipal appropriations.**

**ACTIVITY:** Pursue Framingham Cultural Council Grants to support children's and adult arts and culture programming.

**ACTIVITY:** Pursue an LSTA Grant to support a major strategic initiative.

**ACTIVITY:** Continue to support the activities of the Framingham Public Library Foundation and the Friends of the Framingham Public Library in their efforts on behalf of the Library.

**OBJECTIVE 5B: Inspire and enable staff to develop a variety of traditional and non-traditional abilities to meet the needs of an ever-changing society.**

**ACTIVITY:** Commit to offering staff attendance at major professional conferences throughout the year.

**ACTIVITY:** Develop a staff onboarding and mentoring program.

**ACTIVITY:** Offer staff one training in opioid addiction and Narcan administration and one in Mental Health Awareness, plus opportunities for other workshops and seminars.

**OBJECTIVE 5C: Commit to environmental responsibility and the ongoing maintenance of buildings and equipment for the safety of all.**

**ACTIVITY:** In alignment with the solar panel installation at the Christa McAuliffe Branch, install interactive technology to educate the public on renewable energy.

**ACTIVITY:** Realize the Pearl Street ramp redesign project to bring the entrance into compliance with the Americans for Disabilities Act.

**ACTIVITY:** Work with City Capital Projects and Facilities Management, City Sustainability Coordinator, and Disabilities Commission to review buildings for energy efficiency, ADA Compliance, and safety.

**OBJECTIVE 5D: Effectively publicize who we are and what we do.**

**ACTIVITY:** Work with the Community Outreach and Programming Department and the Marketing Committee to create a Community Needs Assessment and Outreach Plan.

**ACTIVITY:** Actively explore new avenues for social media presence and continue to grow and build social media engagement.

**ACTIVITY:** Produce and widely disseminate an annual report outlining the state of the Library.

**OBJECTIVE 5E: Emphasize the relevance of the Library's capabilities and resources to city government and other stakeholders.**

**ACTIVITY:** Participate in the City's Government Academy.

**ACTIVITY:** Participate in Massachusetts Library System, Massachusetts Library Association, Massachusetts Board of Library Commissioners, Minuteman Library Network, and Massachusetts State Legislative events.

**ACTIVITY:** Become the research headquarters for municipal government.