

Framingham Public Library

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--especially STEAM related programming.

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.

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 St 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.