

Newton Public Library
2012
5-year Strategic Plan
Approved by Library Board of Trustees 3/22/2012

Mission Statement

The Newton Public Library is a community resource providing a unique place for lifelong readers.

Newton Public Library

- supports and assists readers pursuing personal growth and learning goals;
- provides free public access to the Internet and digital services;
- fosters, encourages, and stimulates young people's interest in reading and learning; and
- provides a public space where people meet and interact with others in the community.

Goals

- I. *Readers of all ages within the Newton community area will have resources they need to explore topics of personal interest and continue to learn throughout their lives.*
 - 1. Expand downloadable databases to include music and video.**
 - 2. Continue to offer at least 25 varied programs a year including musical performances.**
 - 3. Continue to maintain an evolving collection of fiction, nonfiction, and reference materials to cover topics of current interest and to reflect the changing needs of readers.**
 - 4. Collaborate with local crafters and businesses to offer how-to programs for hobbyists and DIYers.**

Measures:

- a. Circulation of downloadable materials will increase by 10% over the three years after the implementation of additional databases.
- b. Attendance at general audience programs will increase by 30% annually.
- c. Circulation of physical library materials will be maintained at current levels.

- II. *Readers of all ages within the Newton community area will have collections, staff, and programs that provide information which answers questions related to work, school, and personal life.*
 - 1. Partially refill circulation staffing level lost in 2009 and reorganize staff duties in order to increase reference staff by one person, e.g., hire a 20 hour circulation staff person and move 1 librarian back into the information desk rotation.**
 - 2. Find organizations with which to partner to provide programs of specific topical interest for different ages of the Newton community.**

3. **Expand readers' advisory services to include web-based reader services along with online databases, brochures, and bookmarks on current topics of interest.**
4. **Continue to provide training for all staff in policies and procedures for providing better service to readers.**
5. **Expand collection of materials and programming for older adults, particularly on finance and computers.**
6. **Maintain a partnership with the Newton Daily News to provide information to the community via a weekly column in the newspaper.**
7. **Offer free computer classes on using specific applications, i.e. using Word, Excel, photo management, downloading audio and e-books, social networking.**
8. **Continue to offer basic Internet and basic computing classes with updated curriculum.**

Measures:

- a. Class participation in computer training classes for the public will increase by 20 persons annually.
- b. Reference and readers' advisory transactions will increase 5% annually.
- c. Partner with at least 5 additional organizations or individuals annually to provide topical programs for all ages.
- d. Circulation of nonfiction library materials will be maintained at current levels.

III. *Readers of all ages within the Newton community will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-increasing resources available through the Internet.*

1. **Explore alternative Internet access with expanded bandwidth for staff and public.**
2. **Increase number of Internet stations to 7-10.**
3. **Continue to offer free wireless access. Promote the service, including signage.**
4. **Maintain and upgrade library catalog stations and software as required.**

Measures:

- a. Number of users accessing the Internet via library devices will increase by 10% over 3 years' time.
- b. Number of users accessing the library's Internet connection with their own devices will increase by 10% over 3 years' time.

IV. *Readers of all ages within the Newton community will have free access to digital content from authoritative sources for learning and making decisions.*

1. **Maintain access of online databases that will meet the needs of the community.**

2. **Add language, homework help, and career reference databases.**
3. **Create tip sheets for catalog navigation.**
4. **Offer classes on how to use reference databases and catalog navigation.**
5. **Continue participation in the WILBOR consortium to offer downloadable audio and e-books to readers.**
6. **Consider emerging technologies for addition to the library collection and library services.**
7. **Create and maintain pathfinders to free Internet sources and a subject guide of Internet websites on the library website for readers to use.**

Measures:

- a. Use of online databases (# hits or length of time) will increase by 10% over 3 years' time.
- b. Class participation in database and catalog training classes for the public will increase by 5 persons annually.
- c. Circulation of WILBOR materials will increase 10% annually.
- d. Visits to the library website will increase by 5% annually over 3 years.

V. *Preschool and beginning readers within the Newton community area will have collections and programs that stimulate their interest in reading and learning.*

1. **Install computer with learning software for preschool children.**
2. **Expand easy reader collection.**
3. **Offer programming aimed at helping parents understand the importance of reading in the lives of their children.**
4. **Provide outreach services to day cares, preschools, and schools.**
5. **Maintain a collection management plan for the children's collection.**
6. **Continue to expand Summer Reading program.**
7. **Offer story times for different schedules...evening, Saturday.**
8. **Institute formal volunteer training for additional story times.**

Measures:

- a. Circulation of easy readers will increase by 3% over 3 years' time.
- b. Sixty parents will attend programs on emergent literacy over 3 years' time.
- c. Children's attendance at library programs will increase by 3% over 3 years' time.

VI. *Children who are independent readers within the Newton community area will have collections and programs that target their reading abilities and foster their interests.*

1. **Collaborate with public and home school teachers to offer classes to enhance homework and research skills.**
2. **Offer a series of brochures that explains the difference in the reader levels and offers suggestions for parents.**

3. Host a book club for independent readers.

Measures:

- a. Five public school teachers and 5 home school teachers will attend programming about library support of their curriculum annually.
- b. Ten children will participate in a library-sponsored book club annually.

VII. *Teens within the Newton community area will have collections, programs, and spaces that support their self-directed reading, learning, and research.*

- 1. Designate the teen area as such. Decorate and make it obvious that this is teen space.**
- 2. Continue to target links on the library's webpage to teen interests and to promote reading.**
- 3. Continue to provide programs that target teen interests.**
- 4. Collaborate with other organizations to provide teen programs and activities.**

Measures:

- a. Attendance at teen library programs will increase 3% over 3 years' time.

VIII. *Readers of all ages within the Newton community area will have a gathering place to meet informally and in dedicated spaces to interact with others and to participate in public discourse.*

- 1. Renovate the meeting room to make space more usable, with better acoustics.**
- 2. Publish open spots of meeting room reservations via Web site and investigate online reservation software. Evaluate and improve the procedures for scheduling the meeting room.**
- 3. Establish game nights or afternoons where readers can play and learn new table games.**
- 4. Upgrade and maintain technical capabilities in meeting room.**

Measures:

- a. Number of non-library sponsored meetings will increase by 3% over 3 years' time.
- b. Fifty people annually will attend a library-sponsored game night.

IX. *Readers of all ages within the Newton community area will have an open and accessible virtual branch that supports social networking and delivers library services remotely.*

- 1. Allow renewing of materials remotely.**
- 2. Investigate self-check out for readers.**
- 3. Allow paying bills online.**

- 4. E-mail notices of upcoming material due dates (not for 3-day or downloadables).
Institute use of PINs and e-mail addresses.**
- 5. Investigate mobile applications to make the library website and catalog available
in a secure way.**
- 6. Continue to keep the library website current and informative.**
- 7. Maintain a current library events calendar accessible through the website.**
- 8. Continue to post library activities with local media and community outlets.**
- 9. Maintain an active presence in the community through social networking sites like
Facebook and Twitter.**
- 10. Establish a library-sponsored online book club.**

Measures:

- a. Ten readers will participate in a library-sponsored online book club annually.
- b. Visits to the library website will increase by 5% annually over 3 years. [IV-d]
- c. Number of overdue notices mailed will decrease by 3% over 3 years' time.
- d. Number of Twitter-followers and/or Facebook friends will increase by 2% over 3 years' time.