

Rockport Public Library Action Plan FY2022

Goal #1

The Rockport Public Library will be funded at the best possible level to meet the needs of the community

Objective	Action Items FY2022	Timetable	Assigned
1. The library will seek support for increased library hours that will ensure that the staff is able to meet community needs.	The library will survey the public on preferred hours.	Summer 2021	Library Director, Board of Trustees
	The library will adjust hours based on survey results and usage statistics. Any hours that need to be added to meet community need will be requested through town funding.	Fall 2021	Library Director, Board of Trustees
	The library will seek funding within the town budgeting guidelines to increase library hours based on survey results and usage statistics.	Spring 2022	Library Director, Board of Trustees
2. The library will seek support for funding that matches the financial needs of the library.	The library will review current financial needs of the library and funding available from the municipality and create a balanced budget to meet the needs of the library.	Fall 2021	Library Director

Goal #2

The Rockport Public Library will effectively market the full range of its collections and services to the entire community.

Objective	Action Items FY2022	Timetable	Assigned
1. The library's website will be a clear and accurate virtual portal to library information and services.	Specific staff members will be trained and become responsible for different areas of the website.	Fall 2021	Library Director, Library Staff
2. The Rockport Public Library will increase communication through the email newsletter.	The library will have a monthly newsletter for youth services and programs.	Spring 2022	Youth Services Librarian
3. The Rockport Public Library will have an active social media presence.	The library will have a social media policy to guide staff on social media posting.	Winter 2021	Library Director, Board of Trustees
	The library will post regular updates on services, materials and general information on social media.	Spring 2022	Library staff

Goal #3

The Rockport Public Library building will be a space that meets the needs of the community.

Objective	Action Items FY2022	Timetable	Assigned
1. The layout of the library will be welcoming, accessible, functional, and	The library will have an engineering study to understand high priority building concerns.	Summer 2021	Library Director, Rockport DPW, engineering firm

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meet the needs of the community.	The library will seek funding to repair issues identified by the engineering study.	Fall 2021	Library Director, Rockport DPW
2. The building will be properly maintained and adapted to meet the changing needs of the community.	The library will create a strategic plan for the building.	Winter 2022	Library Director, Trustees, Rockport DPW
3. The library will meet the technology needs of the community.	The library will create a strategic plan for addressing current and future technology needs of the community.	Winter 2022	Library Director
3. The library will provide sufficient parking for library visitors.	Work with town to review parking issues and discuss possible solutions.	Spring 2022	Library Director, Trustees, Town of Rockport

Goal #4

The Rockport Public Library will provide excellent customer service to all patrons.

Objective	Action Items FY2022	Timetable	Assigned
1. Staff will provide the best possible services to all patrons.	Select staff will be encouraged to participate in specific local organizations and provide feedback to all staff.	Spring 2022	Library Staff
2. Staff will be kept up-to-date on local and professional news.	Up-to-date documentation of library procedures will be available in each department.	Spring 2022	Library Director, Library Staff
	Professional news will be shared via email and used as a possible topic for staff training.	Spring 2022	Library Director, Library Staff
3. A Strategic Planning Committee will begin working on a new three year Strategic Plan.	Focus groups, surveys and other data collection methods will be used to understand community needs.	Summer 2021	Library Director, Strategic Planning Committee
	Strategic Plan will be written, approved by Trustees and submitted to the MBLC.	Fall 2022	Library Director, Strategic Planning Committee, Library Staff, Trustees

Goal #5

The Rockport Public Library will build an up-to-date collection of materials to meet the needs of a diverse population of users.

Objective	Action Items FY2022	Timetable	Assigned
1. The library will make DVDs and CDs more accessible to the public	The location and shelving of the CD collection will be reviewed and adjusted to facilitate locating and accessing items.	Summer 2021	Library Director

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	The location and shelving of the DVD collection will be reviewed and adjusted to make items accessible to the public for browsing and retrieval.	Summer 2021	Library Director, Library Staff
2. Display areas will promote the library's collection	When providing outreach in the community small displays will be presented and made available for circulation at those events.	Summer 2021	Library Staff
3. The library's materials will be available to the public, kept in good condition and a size that fits the space restrictions of the building	The library will follow a separate Archival Action Plan to meet the needs of the collection and patrons.	Throughout FY2022	Library Director, Library Staff
	Staff will be offered training on collection development.	Fall 2022	Library Director, Library Staff
	Staff will have procedures and training for handling lost, missing and damaged items.	Winter 2022	Library Director, Library Staff