

Memorial Hall Library, Andover	YEAR 2024
Barbara McNamara, bmcnamara@mhl.org	

Goal 1: Lifelong Learning: Provide access to high-quality resources that allow and encourage everyone to explore topics of personal interest

Objectives	Actions	Timeframe for Activity	By Whom
Nurture Collections: maintain and expand comprehensive, relevant, diverse collections in a variety of formats for every reader, viewer, and listener	Update the MHL Collection Development Manual	September 2023- May 2024	Assistant Director for Collections
	Update all foreign language collections, large and small	September- November 2023	Assistant Director for Borrower Services
	Weed 20% of the children's collections	September 2023- May 2024	Coordinator of Children's Services
	Evaluate circulation statistics for physical and digital collections to create a formula to appropriately balance funding	July 2023	Director
Deliver Services: maximize access to the wide variety of services offered	Update six library policies	September 2023 – May 2024	Director, Senior Staff, Trustees
	Develop a written plan to utilize new technologies to increase access to services and associated costs	July - August 2023	Coordinator of Reference Services, Coordinator of Technology Services

	Develop a Continuity of Operations Plan	August 2023	Director, Senior Staff
	Produce written instructions for technology available in the makerspace	September - December 2023	Coordinator of Technology Services
Implement Programing: provide engaging, educational, and enriching programs for all ages	Research new strategies and programs to encourage literacy, love of books, reading and learning for implementation in FY25	January-February 2024	Coordinator of Children's Services
	Design programming relating to evaluating online tools and resources for patrons	January-February 2024	Coordinator of Reference Services
	Design a plan to create and promote programming that reflects the diverse perspectives and population of our community and the world at large	September 2023-May 2024	Programming & Partnerships Manager
	Contact local schools and colleges to identify qualified and experienced local presenters	January-February 2024	Programming & Partnerships Manager
	Review current children's program and event offerings to ensure they are available at varied times for working families and other target audiences	January-February 2024	Coordinator of Children's Services
Support Staff: maximize the potential of each employee to develop and enhance professional and personal skills and knowledge	Hire consultants to manage non-Roman language collections	September 2023	Director, Assistant Directors
	Hire and train Library Aides to assist in the makerspace	September 2023	Director, Coordinator of Technology Services

	Meet with the Town of Andover Coordinator for Diversity, Equity, and Inclusion to provide all staff training	July-September 2023	Director
	Develop a training/professional development plan that encourages all staff to participate in available opportunities and inform all staff of the process	July 2023	Director

Goal 2: Community Connection: develop a comprehensive, consistent presence in the community

Objectives	Actions	Timeframe for Activity	By Whom
Community Outreach: engage with the community in formal and informal ways	Create customized service delivery to two unique groups in our community	January-February 2024	Assistant Director for Borrower Services
	Create a calendar for ongoing visits to all senior living facilities	September 2023	Assistant Director for Borrower Services
	Develop regular methods to gather input and feedback from patrons and the community	March-May 2024	Coordinator of Reference Services
	Create a list of volunteer opportunities that is accessible on the web page and in print	July-August 2023	Senior Staff
	Develop a working plan to ensure library participation & support at medium to large community events utilizing the town calendars	July-August 2023	Senior Staff

	Develop a plan to offer additional off-site programming at all levels, adult, teens, and children's	September - October 2023	Programming & Partnerships Manager, Coordinator of Children's Services, Teen Services Librarians
Community Partnerships: cultivate collaborative community partnerships	Meet with community experts and local groups to create more co-sponsored programs and events in FY25	January 2024 – March 2024	Programming & Partnerships Manager
	Meet with AYS staff to plan additional opportunities to better serve Andover's teens	July 2023 - June 2024	Teen Services Librarians
	Meet with the Robb Center (Elder Services) staff to plan collaborative programming, a satellite library, and creating booklists specifically geared for their population	July 2023 - June 2024	Assistant Director for Collections & Programming & Partnerships Manager
	Generate a list of public and private school librarians and teachers, as well as local preschools, and initiate contact to discuss collaborative programming and resource sharing	September 2023 – June 2024	Coordinator for Children's Services, Teen Services Librarians
Community Engagement: provide opportunities for civic engagement	Research programming that focuses on civic engagement and community discussion and prepare for a series in FY25	September 2023 – January 2024	Director, Trustees, Programming & Partnerships Manager
	Organize an "understanding local government" series	January 2024 - February 2024	Assistant Director for Borrower Services, Programming & Partnerships Manager

	Maintain meeting room calendar to accommodate Town of Andover Departments needing to host community meetings	July 2023 – June 2024	Programming & Partnerships Manager, Executive Secretary
--	--------------------------------------------------------------------------------------------------------------	-----------------------	---------------------------------------------------------

Goal 3: User Friendly Facilities: create a space that is welcoming, comfortable, and in line with changes in demographics, climate, and community needs

Objectives	Actions	Timeframe for Activity	By Whom
Space Planning: optimize the building's physical space	Replace the children's room circulation desk and evaluate shelving and open space in that room	March - June 2024	Coordinator of Children's Services
	Develop a plan to increase shelving and optimize the space in the teen room	March - June 2024	Teen Services Librarians
	Develop a plan for assessing the most efficient way to utilize space in the reference/computer area of level 1	March - June 2024	Coordinator of Reference Services
Sustainability: minimize the library's impact on the environment without compromising services	Meet with Town Official to discuss developing the exterior of the north side of the library as an additional library activity space and a community resource	August 2023 – June 2024	Director, Trustees
	Set up a regular schedule of meetings with the Director of Facilities and Sustainability Coordinator to ensure best practices are employed in the building	September 2023	Director, Library Sustainability Committee
	Develop a procedure for the Library Sustainability Committee to promote staff awareness of green initiatives and implement ideas to reduce waste	July 2023 – August 2023	Library Sustainability Committee

Accessibility: provide equal access to the building, programs, services, and technology	Set up a regular schedule of meetings with the Director of Facilities and the Andover Commission on Disabilities to ensure best practices are employed in the building	October 2023	Senior Staff
-----------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------	--------------

Goal 4: Meaningful Marketing: increase public awareness about the library’s collections, programs, and services

Objectives	Actions	Timeframe for Activity	By Whom
Awareness: heighten awareness of the library’s vast resources and services by developing a comprehensive communications campaign	Update the library’s web page to fulfill its role as a virtual branch of the library	September – December 2023	Coordinator of Reference Services
	Develop and hold library orientation sessions throughout the year	September 2023 – May 2024	Senior Staff
	Develop a library marketing plan	January – March 2024	Senior Staff, Trustees
	Develop a process to share library programs strategically with other local organizations and ask them to share with their members/contacts	October 2023- December 2023	Programming & Partnerships Manager
Brand: ensure the library’s brand is widely and consistently recognized	Develop a brand kit for consistent marketing	September 2023 - May 2024	Programming & Partnerships Manager, Assistant Director for Borrower Services

	Create a written formalized plan for best practices for MHL social media posting, including a calendar	January - February 2024	Social Media Committee
	Identify new marketing strategies to increase library visits, new users, and awareness of library services and offerings	April – June 2024	Senior Staff