

# AMHERST PUBLIC LIBRARY

## STRATEGIC PLAN 2018-2020

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**The Amherst Public Library strives to deliver exceptional service as it provides opportunities for information, entertainment, and personal enrichment to the community at large.**

**A. Collections: The library will encourage literacy by providing conveniently accessible materials for patrons of all ages.**

1. Collection development will continue to focus on print, audio, visual and digital materials.
2. Collections within the library building will be continually evaluated so as to achieve the optimal organization and display for patron advantage, beginning with the adult fiction collections in 2018.
3. All staff members will be trained in Readers' Advisory services.
  - a. Bookmarks suggesting resources will be distributed in 2018.
  - b. Emails detailing resources will begin in 2019.
4. Early reading and literacy will continue to be encouraged through story times and programming.
5. Summer reading programs will inspire readers to continue reading through the gift of books.
6. Implementation of "Dewey Lite" collection organization will be considered.

**B. Customer Service: Well-trained and enthusiastic staff are key to a positive library experience for the patrons.**

1. Quality customer service will be the focus of all library transactions and decisions.
  - a. All staff members will be required to attend at least two continuing education type programs per year, such as: webinars, workshops, and conferences.
  - b. Patron surveys will be utilized to evaluate the service.
2. Improved communication among staff will be achieved through meetings, emails, and newsletters. All staff members will be assigned an email through the amherstpubliclibrary domain in 2018.
3. Job descriptions will be updated.
4. Training initiatives and cross training will be investigated.
5. Elimination of fines for all patrons will be studied.
6. Automatic renewal of materials will be investigated.
7. Digitally issued library cards will be made available to patrons.

**C. New Trends in Lending and Technology: The library will utilize cutting-edge technologies and library trends to optimize the library experience for users.**

1. Mobile wi-fi hotspots will be researched for possible lending.
2. Preloaded Kindles will be circulated in 2018. Lending Kindles containing genres or entire series through the ILL program will be considered in 2018.
3. 3-D printers will be examined for possible purchase.
4. A Mondopad/smart board and charging station will be purchased in 2018.
5. Staff computers located on the first floor will be replaced in 2018. Staff computers located on the second floor will be replaced in 2019.
6. The TLC servers will be replaced in 2020.
7. Makerspaces will be investigated for inclusion in the library.
8. A survey of library patrons will be conducted to ascertain the library needs and wants of the community.

**D. Community Engagement: Being a Good Neighbor**

1. Social media, including Facebook, Instagram, and Twitter, will be utilized to communicate with the community.
2. Constant Contact or similar service will be utilized to send mass emails for public relations purposes.
3. A graphic standard manual will be developed in order to have a consistency for all library marketing materials.
4. The library will maintain the technology necessary to provide access to Internet-based resources and services.
5. The library's website will be continually updated to serve as a gateway for the users to access materials and stay abreast of library activities. Mobile accessibility will be implemented by the end of 2019.
6. Programming will continue to expand materials and services to offer a variety of stimulating learning experiences for all ages. YA programming will be offered once a month.
7. Complementary partnerships with local businesses, schools, and/or organizations will be pursued, in order to increase awareness of and sharing of resources and services, and to better serve the community at large.

**E. Library Building: The physical structure of the library will be improved to provide a better "library experience" for the patron.**

1. New lighting will be installed throughout all public areas, with the exception of the DeLloyd Room, in 2018-2019.
2. All of the first floor, including offices, will be painted in 2018-2019.
3. Signage will be updated in 2020.

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## Mission Statement

**A**mherst Public Library welcomes

**P**eople of all ages to enjoy

**L**ifelong learning and personal enrichment.