

Gloucester Lyceum and Sawyer Free Library, Gloucester	YEAR FY2020
Deborah Kelsey, Library Director, kelsley@sawyerfreelibrary.org	

Goal (from library's current Long-Range Plan)

1. Align library assets to inspire learning, drive development, grow social capital and create opportunities.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
a. Promote library as a member of the Funding Information Network	i. Reach out to nonprofit organizations on Cape Ann through the Chamber of Commerce	Annually	Technology Librarian
a. Promote library as a member of the Funding Information Network	ii. Train staff and community on how to use Foundation Center databases	Annually	Technology Librarian
b. Increase collaborative programming	Deepen relationships with natural partners, e.g. Cape Ann Museum, Gloucester Writers Center, Art Haven, Wellspring House, Gloucester Meeting House Foundation, Cape Ann's public libraries to identify topics of shared interest	Ongoing	Assistant Director
c. Engage new users	Offer and promote experimental programs and services	Ongoing	All
d. Include and curate a community collection of mentors, experts, volunteers	Connect with community experts as a component of the volunteer program		Assistant Director
e. Reach out and engage teens	Develop targeted programs and services		Community Librarian
f. Reach out and engage young professionals	Develop targeted programs and services		Community Librarian
g. Work on the 400th	Participate on the planning committee	Ongoing	Local History Librarian

Goal (from library's current Long-Range Plan)**2. Provide access to content.**

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
a. Manage physical and digital collections	Employ best practices established in the Collection Management Manual and analyse results	ongoing	Technical Services Librarian
b. Procure and share physical versions of content	Select materials in multiple formats based on topic, genre, and demand	monthly	Assistant Director
c. Procure and share digital versions of content	i. Evaluate electronic collections and modify and augment as indicated by subject and usage	monthly	Assistant Director
c. Procure and share digital versions of content	ii. Train staff in WordPress through NOBLE	annually	Technology Librarian
c. Procure and share digital versions of content	iii. Train staff to create Podcasts to repurpose in library programs	annually	Technology Librarian
d. Have high-speed broadband and technologies to deliver and help create content	i. Identify specific community needs	ongoing	Technology Librarian
d. Have high-speed broadband and technologies to deliver and help create content	ii. Respond to community needs by acquiring, promoting, and training the community on available technologies	quarterly	Technology Librarian
e. Provide access to local history / community collections	Refer to specific goals and actions outlined in the Library's Preservation Long Range Plan FY2019-FY2023	ongoing	Local History Librarian
f. Include and curate a community collection of mentors, experts, volunteers	Develop a human library program		Assistant Director
g. Improve communication	Oversee website development and maintenance	ongoing	Assistant Director

Goal (from library's current Long-Range Plan)

3. Ensure the long-term sustainability of the public library.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
a. Transform the service model to develop the library assets: people, place, platform	Evaluate current programs, services, facility, grounds, and staff to identify opportunities for transformation		Director & Assistant Director
b. Secure sustainable funding base for the future	Work with the Fundraising Committee, Friends of the Library, Board of Trustees, Samuel Sawyer Foundation, and the City and other funding sources	Ongoing	Director
c. Modernize physical facility	Work with Building and Grounds and Library Building Committees on immediate and long term capital projects	Ongoing	Director
d. Demonstrate effectiveness and impact	Identify baselines, benchmarks, and goals for each target population and measure outcomes	Ongoing	Assistant Director & All
e. Amplify the level of service and reinforce the library's central role	Augment and promote the programs and services of community partners		Assistant Director
f. Improve communication	Identify and train staff in marketing tools and techniques		Assistant Director
g. Communicate value proposition of the public library	Develop the case for the library; advocate for the library during the city budget process; install the library calculator on the website; write to the community		Director
h. Capitalize on economies of scale in the networked world and maintain local control	i. Become a Magnet library to complement and supplement the offerings: programming, broadband, core collections, hours, staff, and services, and reinforce the strengths of the region's public libraries		Director

h. Capitalize on economies of scale in the networked world and maintain local control	ii. Evaluate membership benefits of and MVLC for Gloucester and Cape Ann		Director
---------------------------------------------------------------------------------------	--------------------------------------------------------------------------	--	----------

Goal (from library's current Long-Range Plan)

4. Cultivate leadership.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
a. Vision and strategic plan to align the library with the community's key goals	Identify community's key goals	ongoing	Director
b. Provide engagement tools to bring together disparate voices within the community	Collaborate with Cape Ann Forum, Gloucester Conversations, and City government to facilitate civil conversations on current issues		Assistant Director
c. Sustain the educational, economic, and civic health of the community	Collaborate with Cape Ann Chamber of Commerce, Gloucester public schools and other local educational initiatives to augment and support their programs		Community Librarian & Children's Librarian
d. Develop advocates	Relate volunteer program directly to library services and expand number of volunteers	Ongoing	Assistant Director
e. Strengthen intersections between diverse individuals and organizations of the community	i. Forge effective relationships with at least five community organizations		Community Librarian
e. Strengthen intersections between diverse individuals and organizations of the community	ii. Reach out to individuals less well served by traditional library services		Community Librarian
f. Reach out and engage teens	Form an advisory group		Community Librarian
g. Reach out and engage young professionals	Form a virtual advisory group		Community Librarian