

Library Name, Municipality: Greenfield Public Library, Greenfield	YEAR 2018
Director's Name, Email: Ellen Boyer, eboyer@greenfield-ma.gov	

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

Goal 1: The library will plan a next generation facility that provides ecological, economic, political and cultural benefits to the town of Greenfield. The new library will stand as an example of both sustainable and universal design and will open its doors in 2020.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Administer a Massachusetts Public Library Construction Grant	Continue working with MBLC Building Consultant, Rosemary Waltos	All year	Johnson Roberts, DA Sullivan & Sons, Building Committee, Trustees, Friends, Director and staff
	Continue public education process for new library	All year	
	Continue refining design of new facility	All year	

Goal 2: The library will ensure adequate funding of its operating budget, and will pursue all possible funding opportunities for the capital expenses of a new facility.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Begin a Capital Campaign	Continue working with Financial Development Agency	All year	Trustees and Library Foundation
Institute a Planned Giving Program	Continue working with Financial Development Agency	All year	Trustees and Library Foundation

Goal 3: The library will provide in-house collections, programs and services that are relevant to the needs of the community. The library will also provide access to the largest possible collection of materials.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Continue to provide a First Wednesdays Lecture Series for adults	Collaborate to offer a broad range of lecture topics Publicize lectures Determine ROI for each lecture	All year Well in advance of each lecture After each lecture	Adult programming committee
Continue to provide “Experience the Book” multigenerational celebrations of children’s literature	Adapt children’s literature to script set in the Greenfield Public Library Cast production Arrange for volunteer assistance Publicize event	3 times per year 3 times per year 3 times per year 3 times per year	Head of Children’s Services
Continue to provide a Summer Reading Program	Follow theme determined by state Set end and start dates Collaborate to ensure most effective use of library meeting rooms Arrange separate programs and activities for children, teens and adults to take place at least weekly Host “kick off” and “wrap up” events	As soon as theme is announced February or March 2018 February, March and April 2018 February, March and April 2018 June and August 2018	Head of Children’s Services, Head of Borrower’s Services, and other library staff

Goal 5: The library will offer technology resources to ensure that all members of the community have access to digital information. The library will also use technology to streamline and simplify the work of the staff.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Support and enhance the library's new website	<p>Train all members of the Information Services staff to update website</p> <p>Survey customers on usability of and satisfaction with website</p>	<p>All year</p> <p>March 2018</p>	<p>Head of Information Services</p>
Create an annual technology plan to ensure that in-house computer resources are updated and replaced on a timely basis	<p>Replace every public access computer keyboard and mouse</p> <p>Work with town's IT Department to ensure that the library becomes part of the town-wide computer replacement schedule</p>	<p>July and August 2017</p> <p>All year</p>	<p>Information Services staff</p> <p>Head of Information Services</p>

Approved by the Board of Trustees on September 20, 2016