

**Needham Free Public Library: Fiscal Year 2025 Action Plan Based on Fiscal Year 2023-2027 Strategic Plan
Approved by the Board of Library Trustees on August 6, 2024**

Goal 1: Provide a seamless, efficient, equitable, and outstanding user experience.

Objective	Priority Action Items for FY2025	Measurement of Success
<p>1. Offer superior customer service to all library users.</p>	<ul style="list-style-type: none"> • Review and enhance the Library’s onboarding documentation for new employees with information specific to the Library, Library Departments, and the Town of Needham. • Investigate hiring a full-time Reference/Outreach Librarian to add to the Library’s ability to meet the community where they are and provide additional staff support for expanding programming and marketing efforts. • Begin the process of reviewing current policies and procedures for updates and identifying gaps in policies and procedures. • Review the Library website for redundancies, broken links, and underused webpages. Create plan for regular review of Library website. 	<ul style="list-style-type: none"> • Final draft of onboarding documentation being used with new hires to help them acclimate to the Library and serve patrons. • Include the position in a DSR4 form, a request for additional operating funds, for FY2026. If not successful for FY2026, continue research on need and bolster key arguments for future requests. • The Library will have begun to revise internal procedures and bring revised policies to the Trustees for review and approval and will have identified new policies and procedures to be drafted. • Updating links and the removal of underused webpages and redundancies eases use of Library website and reduces staff workload. Plan for regular review is developed.
<p>2. Encourage feedback and constructive criticism from library users.</p>	<ul style="list-style-type: none"> • Develop a short questionnaire for Children’s programming and collections to be distributed to interested patrons for feedback twice per year. • Circulation Department pilots a new staff sheet to capture useful patron feedback during interactions at service desk. 	<ul style="list-style-type: none"> • Short questionnaire has been developed and distributed to patrons signed up for our Children’s newsletter for feedback. • New sheet is in use by Circulation staff and ready for evaluation and potential expanded use in FY2026.
<p>3. Ensure staff will be appropriately allocated throughout the organization.</p>	<ul style="list-style-type: none"> • Evaluate opportunities for cross-training between departments for continuity of service during department meetings and other short-term needs. 	<ul style="list-style-type: none"> • All available staff are able to attend department meetings and departments can assist each other with similar short-term needs.

	<ul style="list-style-type: none"> • Explore the costs and installation considerations to add a people counter for the Children’s Department. 	<ul style="list-style-type: none"> • Answers to the costs and feasibility of adding such a people counter informs next steps.
--	--	--

Goal 2: Increase visibility as a key community partner, known and valued by everyone in Needham.

Objective	Priority Action Items for FY2025	Measurement of Success
1. Grow the Library’s visibility and position as the heart of the community.	<ul style="list-style-type: none"> • Develop a proactive community outreach plan with flexible internal procedures to reach patrons beyond the Library building. • Plan to bring a StoryWalk® back to Needham. • Engage with the Needham History Center & Museum to determine which resources by format each institution has available for local historians and genealogists. • Explore the costs and issues related to purchasing and installing an electronic messaging board for the Library’s Highland Avenue lawn to increase community awareness of Library programs and announcements. • Consider adding social media outlets geared specifically to promote programs and services for children and teens. 	<ul style="list-style-type: none"> • A community outreach plan has been developed. • In Q4, a StoryWalk® will be set up in Needham. • Documentation will exist that details the resources that are available online and in person for public use at each institution in order to help guide inquiring patrons. • Answers related to the costs and issues of purchasing and installing an electronic messaging board are found and are useful in determining next steps. • Determination of whether to add new social media avenues to promote programs and services for children and teens is based on usefulness for patrons and ability for sustainability with existing staff resources.
2. Strengthen the relationship between the Town and the Library.	<ul style="list-style-type: none"> • Reevaluate and improve the onboarding for new Library Trustees including an orientation packet with information such as an organizational chart and primer of library-specific functions by department. 	<ul style="list-style-type: none"> • Onboarding process is improved and formalized and includes a new orientation packet.
3. Become a trusted and reliable resource for information about the Town.	N/A	N/A

Goal 3: Offer a user experience catered to the specific wants and needs of the Needham community.

Objective	Priority Action Items for FY2025	Measurement of Success
<p>1. Improve service, space, outreach, and resources for Emerging Adults.</p>	<ul style="list-style-type: none"> • Increase funding allocation in FY2025 for teen and children’s circulating collection of videogames supporting a variety of gaming systems. • Allocate staff time to inform the design of Phase 1, the expansion and renovation of the Teen Room. • Seek new funding in FY2026 operating budget for additional Teen Librarian. 	<ul style="list-style-type: none"> • More money will have been spent in FY2025 than in FY2024 on the circulating videogame collection. • Library staff will have been involved in all aspects of Phase 1 design ensuring a new space that represents the best input from staff. • FY2026 operating budget request includes new funding for additional Teen Librarian and persuasive arguments along with planned completion of Phase 1 renovation in late CY2025 convinces decision makers to support request.
<p>2. Improve service, space, outreach, and resources for Seniors.</p>	<ul style="list-style-type: none"> • Explore the careful expansion of the Books by Mail service to homebound patrons based on staff availability and other resources. • Review and replace end-cap signage on shelving in adult and teen collections to increase collection accessibility and clarity for patrons. • Investigate re-launching “Seniors Helping Seniors,” an intergenerational technology help service. 	<ul style="list-style-type: none"> • A sustainable plan for a manageable expansion of Books by Mail will have been implemented. • New end-cap signage on shelving in adult collection is installed. • If re-launch of service is deemed sustainable and still needed, “Seniors Helping Seniors” will be re-activated.
<p>3. Invest in “24/7” and mobile library concepts.</p>	<ul style="list-style-type: none"> • Monitor the success of the new module for online booking system for study rooms and investigate adding the Community Room. • Reorganize the Genealogy and Archives section of the Library website to create easier access for patrons. 	<ul style="list-style-type: none"> • If successful, the Community Room is available for community bookings through the Library’s online booking system. • The Genealogy and Archives section of the Library website will be reorganized and easier to navigate.
<p>4. Strengthen the Library’s branding and marketing.</p>	<ul style="list-style-type: none"> • After obtaining staff feedback, finalize the social media plan and begin implementation and monitoring. 	<ul style="list-style-type: none"> • Social media engagement increases in FY2025 in a sustainable way for Library staff.

Goal 4: Provide access to an outstanding, diverse collection of materials for Needham patrons and understand the importance of building and promoting a representative collection.

Objective	Priority Action Items for FY2025	Measurement of Success
<p>1. Anticipate an ongoing need for accessible and current collections in various formats.</p>	<ul style="list-style-type: none"> • Begin the relocation of the Large Print collection. • Begin to weed and re-arrange the collection in the Archives for better staff access to assist patrons. • Engage with the Needham History Center & Museum to determine which resources by format each institution has available for local historians and genealogists. • Increase marketing and training efforts for patrons, especially Seniors, for our digital collections and resources, and use of devices. • Begin to serialize parts of the physical collection starting with Young Adult and Adult Graphic Novels. 	<ul style="list-style-type: none"> • A new home within the Library makes the Large Print collection more easily accessible. • A weeded and re-arranged Archives collection ensures room to grow and a better user experience. • Documentation will exist that details the resources that are available online and in person for public use at each institution in order to help guide inquiring patrons. • Based on staff time, a manageable increase in marketing and training efforts is implemented. • The Young Adult and Adult Graphic Novel collections will be serialized for ease of use by patrons and staff.
<p>2. Equity, Diversity, Inclusion, and Belonging (EDIB) are core tenets of all collections.</p>	<ul style="list-style-type: none"> • With LibraryIQ, update the work done in early CY2023 to create an updated EDIB collection report. 	<ul style="list-style-type: none"> • Staff are using an updated report on the Library’s collection as it pertains to EDIB and are working to address any issues identified in order to strengthen the collection.
<p>3. Investigate the development of an English Language Learning (ELL) Collection in the Children’s Room.</p>	<ul style="list-style-type: none"> • With the successful introduction of the ELL and World Languages collections for children, seek additional funding in the FY2026 operating budget to support ongoing to these needed collections. 	<ul style="list-style-type: none"> • The FY2026 operating budget request includes additional funding for these collections.
<p>4. Consolidate and refocus World Languages, emphasizing Needham patrons.</p>	<p>N/A</p>	<p>N/A</p>

Goal 5: Ensure staff is well trained and fluent in analytic resources to provide the best collection of materials for the community.

Objective	Priority Action Items for FY2025	Measurement of Success
1. Evaluate and standardize Collection Development practices.	<ul style="list-style-type: none"> Review subscription database usage in order to determine additional marketing opportunities. 	<ul style="list-style-type: none"> New promotional opportunities developed and executed to increase usage of NFPL-funded subscription databases.
2. Reduce wait times associated with popular physical and digital materials.	<ul style="list-style-type: none"> Inform FY2026 materials expenditure decisions for ordering additional copies and licenses of popular physical and digital materials based on holds data. 	<ul style="list-style-type: none"> A plan for additional copies/licenses related to patron holds and funding will be ready for FY2026.
3. Clarify the process and create an SOP for patron requests for purchase.	<ul style="list-style-type: none"> Update the patron purchase request form to create greater staff efficiencies to result in shorter wait times for patrons. Promote the understanding of the Library's Collection Development Policy by patrons. 	<ul style="list-style-type: none"> Updated procedure will allow selectors to quickly and easily track requests and record status updates. Through its website, social media, and newsletter, the Library will have begun to educate patrons about the Library's Collection Development Policy and its importance.
4. Ensure library staff is fluent in statistical analysis for all circulation functions.	N/A	N/A

Goal 6: Allocate time and resources to explore the future use of interior and exterior space and design.

Objective	Priority Action Items for FY2025	Measurement of Success
1. Audit interior and exterior use of space.	N/A	N/A
2. Reorganize the Children’s Room.	<ul style="list-style-type: none"> Standardize and document the cataloging and processing of physical items for the Children’s Room. 	<ul style="list-style-type: none"> The existing Technical Services website will include documentation on the cataloging and processing of physical items for the Children’s Room.
3. Emphasize sustainability in any plans.	<ul style="list-style-type: none"> Continue to work with the Town of Needham’s Sustainability Manager on the location and installation of EV charging stations at the Library. 	<ul style="list-style-type: none"> If not already installed, EV charging stations will soon be installed at the Library.
4. Phase 1: Design of Teen Area	<ul style="list-style-type: none"> Recommend needed technology improvements including additional electrical outlets, RJ45 ports, and security cameras. Staff input will drive the design of Phase 1 while ensuring a manageable construction budget and timeline. Working with Town Hall decision makers and the Trustees, an affordable and convincing plan to move forward with construction of Phase 1 will be presented to ATM in Spring 2025. 	<ul style="list-style-type: none"> The Phase 1 design will include technology improvements to meet patron and staff known technology needs well into the future. Staff outside of Library Administration will be included in meetings with Utile architects to lead discussions of the design of Phase 1. An article for construction funding for Phase 1 will be presented at ATM in Spring 2025 and approved.