

Action Plan for the Dighton Public Library for FY2018

September 8, 2016

Goal of Library as Community Center for Dighton

Objective 1: The library will be recognized as a community leader in the happenings of Dighton.

Activity 1: The DPL will participate in local festivities happening in Dighton.

Activity 2: The DPL will actively invite other community groups to participate in special library events.

Objective 2: The DPL will strive to ensure Dighton residents are aware of and have access to community resources and information.

Activity 1: Increase the reach and impact of the email newsletter.

Activity 2: Continue to share town news and events information through library communication vehicles.

Activity 3: Find additional ways to deliver Dighton and library news with both library users and non-users.

Objective 3: The DPL will engage in community collaborations to strengthen the town's awareness of community needs.

Activity 1: The DPL will communicate findings of the library's involvement of the Massachusetts Public Library Construction Program to the public, Board of Selectmen, Finance Committee, Capital Outlay and other applicable boards.

Activity 2: Engage the public by seeking input through surveys, forums and other forms of communication to improve library services and meet public demand.

Objective 4: The DPL will communicate with a clear and consistent voice to share messages of value and interest to the Dighton community.

Activity 1: Create and implement a marketing plan.

Goal of library as offering collections, programs and services that meet the needs and demands of Dighton.

Objective 1: The DPL will be aware of tastes and trends in library materials in print, digital and electronic formats and how it impacts users and space.

Activity 1: More analysis will be conducted on collections to see what is working. Effort will be made to find different ways to evaluate the collections and programs.

Activity 2: Solicit feedback and ideas on programming and services more frequently.

Objective 2: The town of Dighton will view the DPL as a vital resource for its lifelong learning and informational needs.

Activity 1: Work on great collection for lifelong learning and assessment of things Dighton needs.

Activity 2: Promote this collection as an asset to Dighton.

Goal of improving access to the library both physically and virtually.

Objective 1: The DPL will be a welcoming and comfortable 21st century library for the entire community to use.

Activity 1: Explain and show to Dighton library users and non-users how new design will be welcoming and comfortable for entire community.

Activity 2: Integrate messages into a Get out the Vote campaign with library stakeholders and advocates.

Activity 3: Library website and social media will evolve as digital media trends evolve.

Objective 2: The DPL's space will be conducive to preserving the collection.

Activity 1: Develop Marketing Plan that explains to Dighton residents how new space will preserve and safeguard their community investment.

Activity 2: Integrate messages into a Get out the Vote campaign with library stakeholders and advocates.

Objective 3: Create and develop advocates to make the above objectives a success.

Activity 1: Continue to cultivate state leaders to support the project.

Activity 2: Continue to cultivate town leaders to support the project.

Activity 3: Continue to identify threats to the project and involve advocates to help minimize the threat.

Activity 4: Continue to create community projects that the library organizes but involves other community agencies and partners.

Goal of DPL as serving as a technology center and resource for Dighton.

Objective 1: The Dighton community will look to DPL staff as technology leaders.

Activity 1: Continue staff training with the technological devices and tools that patrons are interested in learning to use.

Objective 2: Dighton will recognize the DPL as a leader in technology trends.

Activity 1: Keep track of new technologies and behaviors in the library literature.

Activity 2: Assess the need for proactive policy of new technologies and how that will affect library users.

Researchers, historians and Dighton residents will look to the DPL as a resource on local history.

Objective 1: The DPL will strive to make items of local interest accessible for residents, researchers and students.

Activity 1: Complete collection assessment of current local history collection.

Activity 2: The DPL will identify major themes in Dighton's history and support them through developing the collection, curation and programming.

Activity 3: The DPL will develop strategic partnerships with the Dighton Historical Society, Dighton Historical Commission and the area's other cultural and historic organizations.

Objective 2: The DPL will lead preservation efforts for items of local historical significance.

Activity 1: Prepare the collection for both physical and digital preservation.

Activity 2: Digitize certain components collection and make it available online.