

JULY 1, 2022



ACTION PLAN FOR THE DIGHTON PUBLIC LIBRARY

FISCAL YEAR 23 - 24

Goal of broadening outreach to residents by developing programming to reach new segments of the population.

OBJECTIVE 1: DEVELOP PROGRAMS FOR TEENS, INITIALLY USING VIRTUAL COMMUNICATION METHODS.

Activity 1: Increase teen programming and materials.

Activity 2: Develop, promote and hold a tutoring service that is primarily virtual.

Activity 3: Recruit high school or college interns to help with marketing.

OBJECTIVE 2: DEVELOP AT LEAST SIX PROGRAMS THAT INVOLVE COMMUNITY “MAKERS” AND FOCUS ON HOBBIES, DO-IT-YOURSELF PROJECTS; AND OTHER HANDS-ON ACTIVITIES (SUCH AS MAINTENANCE, HOMESTEADING, CRAFTING, ETC.)

Activity 1: Determine financial, staff and knowledge resources for library to create video content and the means to get those resources.

Activity 2: Partner with media program at the high school and local access cable to begin and/or disseminate library Video Production to create, produce and/or share how-to videos using and showcasing library resources, as well as community centered content.

Activity 3: Produce hobby videos and virtual programs by partnering with local hobbyists and producers (e.g., beekeepers, weavers, potters, knitters, etc.)

Activity 4: Engage local utilities in home/business cost saving seminars, sustainable practices and other items of consumer interest (e.g., National Grid, Dighton Water, etc.)

OBJECTIVE 3: IDENTIFY AND HIGHLIGHT NEW PROGRAMS AND SERVICES THAT COULD BE OFFERED IN A NEW LIBRARY.

Activity 1: Educate the public on features of a new library in the form of programming: a program on renewable & sustainable energy; STEAM Centers in the library; and technology as examples.

Goal of introducing new marketing channels and partnerships to promote the library and engage new users and advocates.

OBJECTIVE 1: INTRODUCE NEW MARKETING CHANNELS AND PARTNERSHIPS PROMOTING THE LIBRARY AND ENGAGING NEW USERS AND ADVOCATES.

Activity 1: Partner with Boy and Girl Scouts to collaborate with them on mutual projects and inform them of library activities and ways the libraries can benefit them with scouting.

Activity 2: Create a liaison with the school PTO organization with the library, and establish a regular presence and assistance with their activities.

Activity 4: Produce a more robust virtual presence using video that is accessible to different segments of Dighton (local cable channel to Facebook Live, to streaming on YouTube, Twitch, Dacast, Vimeo, etc.)

Activity 5: Write press releases in collaboration with Guilfoil PR Firm, to publicize library programs both before they are held and after they are offered, as well as any other significant library news.

Activity 6: Find new metrics to measure success, including using the number of new people who sign up for library services that may be attributed to marketing goal achievement.

OBJECTIVE 2: NEW PARTNERSHIPS WILL BE FORMED TO ASSIST WITH MARKETING AND PROVIDE MUTUAL BENEFIT TO BOTH PARTNERS.

Activity 1: Research Dighton groups, committees and members of the business community to prospect for new partnerships.

Activity 2: Connect with media program at the high school and the local access cable to collaborate on library video programming.

Goal of increasing advocacy for the Dighton Public Library by recruiting key stakeholders and community influencers.

OBJECTIVE 1: CREATE A CONSISTENT AND COMPELLING MESSAGE ABOUT THE ROLE OF THE LIBRARY WITHIN THE COMMUNITY.

Activity 1: Develop talking points about the library's contributions to the town.

Activity 2: Develop talking points about the benefits of a new library.

OBJECTIVE 2: ESTABLISH A GROUP OF LIBRARY AMBASSADORS.

Activity 1: Investigate what other libraries are doing with their Ambassador groups.

Activity 2: Create a plan for recruitment and continued growth of Ambassadors.

Activity 3: Write a job description for the roles, responsibilities and expectations (time/financial commitment.)

Goal of preparing a comprehensive plan for a new, accessible, code compliant 21st century at a new location.

OBJECTIVE 1: CREATE A WRITTEN, FORMAL PLAN DESCRIBING A NEW LIBRARY FOR DIGHTON, INCLUDING THE DETAILS OF WHAT, WHERE, WHEN, WHY AND HOW.

Activity 1: Prepare, test and revise concise written talking points about why and how a new Dighton Public Library would benefit the citizens of Dighton.

Activity 2: Hold multiple public forums to gain feedback and provide planning input.

Activity 3: Engage with experts (architects, planners, designer, etc.)