

# Medford Public Library Strategic Plan

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## Mission statement

The Library serves the community by promoting reading, supporting the informational and recreational needs of its users, maintaining a responsible and comprehensive collection in all formats, collaborating with community groups and organizations and welcoming patrons of all ages, abilities, and cultures.

## Vision statement

The Public Library is the heart of a community, existing to serve everyone from birth to the end of their days. The Library should be a place for reading, learning, innovation and discovery. The Library should be a place to ask questions, express opinions, start dialog, ask for help, and find answers. A library should answer questions and provide what is needed without judgement or prejudice. A library should move forward as fast as the world moves, but should always keep hold of the complexity and the heritage of our past. A library should encourage pleasure in reading, learning, listening, watching, creating, and innovating. Most of all a Library should connect people with the world, with ideas, with services, and with each other.

# Planning Methodology

**Winter 2013:** The Assistant Director began the process by contacting the MBLC and consulting MBLC and other planning guides. After discussion with the Library Director and Department Heads a preliminary list of planning topics was drafted. Because both the Heads of the Children's and Young Adult Departments were recent hires, they were tasked with writing comprehensive plans. Other planning topics were of a more specific nature.

**Spring 2014:** A Strategic Planning Committee was formed and met over the course of the spring season. The Committee consisted of the Assistant Director, the Head of the Children's Department, a representative of the Friends of the Library, and several community members. The Committee wrote a new mission statement, decided on the final list of planning topics, and created questions for public surveys.

During this same period the Children's and Young Adult librarians wrote draft plans.

**Summer 2014:** A Teen survey was handed out the YA department and posted on Survey Monkey. Children's and Adult surveys were mounted on Survey Monkey through the summer of 2014. There were over 250 respondents to the surveys. Many of the comments were very interesting (everyone hates the chairs). The Children's and YA drafts were revised to address needs expressed in the surveys.

By August 2014, the Youth Service and Local History sections of the plan were completed. Work on additional sections was paused because of staffing shortages.

**Hiatus:** Because of summer staffing issues and the October deadline, the plan was postponed until spring 2015. This hiatus proved valuable because the survey had started a community dialogue. Over the winter the staff got a much better idea of user concerns (everyone really hates the chairs.)

**Spring 2015:** Work was resumed on the plan in early 2015. Many of the topics brought up over the winter were folded into the plan. In May and June, when it appeared that the Library would have to apply for an MBLC waiver because the budget was not increased, there was a huge public outcry, and the city administration found the necessary funds. The increased budget included restoration of two full time professional positions that had been vacant since 2008. This new staffing added a whole new dimension to the planning possibilities which are reflected in the completed plan.

**Summer 2015:** A draft of the plan was completed in July 2015 and posted online for comments.

# Building and Grounds

**Background:** The current library building was constructed in 1959 and opened in 1960. Since the 1990's there have been a number of updates to lighting, HVAC, and the roof. The Children's Department was updated in 2004, and the upgrade was continued in 2011 with a memorial donation. The elevator was renovated in the 2000s. The Meeting Room was upgraded in 2007 with money raised for the 150<sup>th</sup> anniversary celebration. The public bathrooms were updated in 2014.

Although the building is in adequate condition and there is no emergency, it is also over 50 years old and showing its age. There is a general consensus in the community that the Medford Public Library needs to be substantially renovated or a new library be constructed on the same site within a reasonable time period. During the next 3-5 years, the Library administration will begin the process of construction planning. In the interim between the present and a building project, small scale projects will be initiated to improve aspects of the building and the library grounds.

**Goal:** To plan for a future construction project while adapting the current building to meet community needs.

## A. Renovation/Construction Planning

**Background:** The MBLC anticipates that the next state construction grant round will be announced for 2020, and the corresponding design and planning grant round will probably take place in FY2017. In January 2016, the City of Medford will swear in the first new mayor in 28 years. Because of this new administration, the current city budget, and the lack of a long term city plan that includes the Library, the Medford Library will not be in a position to apply in the 2017 and 2020 grant rounds. Instead, construction/renovation planning and fundraising will be directed towards the next grant round.

**Objective:** To begin the process of a Library construction project through planning, collaboration with city government, and the creation of community relationships.

**City Long Term Plan:** After the new mayor takes office in January 2016, the library administration will work with the mayor to position the library in the city's long term plan. This discussion will include a timeline for a new building project, as well as a timeline and funding for improvements to the current building. A timeline for a library project and short term improvements will be drafted by the end of 2017.

**Space Planning Committee:** Once the city long term plan is completed and the timeline for library construction is established, a Space Planning Committee will be created. The Committee will be tasked with producing a Building Plan for new construction. It would be hoped that this Committee will be in place by the end of the planning period covered in this document.

**Library Foundation:** A Library Foundation will be established by early 2017. Given that a new building project will not be forthcoming for a number of years, the Foundation will initially be tasked with planning and raising funds for improvements to the current building to meet community needs. (See Building Improvements below). As the Library gets closer to the construction grant period, the Foundation will be tasked with mounting a capital campaign to provide funds for the library building project.

## B. Building Improvements

**Background:** Although a construction project will not be likely for a number of years, the current building is an adaptable one. In the next 3-5 years, some of the community concerns noted in the 2015 survey and in ongoing community input will be addressed within the existing structure.

**Objective:** To adapt the existing library structure to meet the changing and ongoing needs of the community.

**Seating:** In the 2014 survey responses and in discussion since then, many patrons have expressed a desire for comfortable seating that lends itself to reading. At present, the seating areas are mostly tables and chairs set up for long term study rather than “nooks” designed for comfort and pleasure reading. By spring 2016, the library administration will create a new seating plan including removal of chairs and table in the Reference Area to free up space for comfortable seating. There are many older chairs and couches in storage on the second floor of the building. While many of them are worn, the frames are very durable, and they will be refinished and reupholstered to create more comfortable seating. This reuse may become a targeted fundraising project for the Friends of the Library.

**Wiring:** Because of the age of the building, there are limitations to the current electrical configuration. There are also issues with wireless access.

**Electrical outlets:** Because the Library was constructed before the invention of the computer, the public areas on the parking lot side of the building lacks electrical outlets, and other areas have to rely on a few outlets enhanced by extension cords and power strips. In the first half of 2016, the Library Administration will meet with the DPW to

discuss electrical improvements. Costs not covered by the Library budget will be included in the FY2017 budget request.

**Wireless:** Due to the construction of the building, wireless internet does not extend to all areas. In particular, the public meeting room and much of the staff work area do not have wireless access. Once the Tech Librarian position is filled, they will be tasked with figuring out how to extend wireless coverage into the staff area and into the meeting room. This project will be finished by the end of FY2016.

**Meeting Spaces:** Many of the respondents to the 2015 survey commented on the shortage of public meeting space in the library and in the city in general. The Library houses a large public meeting room but as library programming is given priority, the room is available for public use on a limited basis. While the library will not have extra space any time soon, the following steps will be taken to improve the situation:

**Meeting Space Database:** There are meeting spaces available in community and commercial buildings in the city, but there is no master list. Beginning in summer 2015, the Library will begin a volunteer-powered project to create a database of meeting spaces.

The database will include, location, cost, restrictions, accessibility, number of seats, and booking information. The database will be posted on the library and city websites and will be updated annually.

**Expanded Library Meeting Space:** There is a small meeting room and a great deal of the space on the second floor of the Library. At present, however, the elevator is not ADA compliant and there is no ramp access to the second floor. In addition, the second floor is not a staffed area and there would be staffing, security, and safety implications involved in opening that floor for public use.

During the next 3-5 years, the Library administration will work with the city diversity office to determine the feasibility of using the second floor. This process will include:

- Analysis of renovation costs for elevator and ramp access
- Analysis of the security and staffing implications of second floor use which might include both staff costs and security system costs
- Funding for this project could be a targeted project for the Library Foundation or the Friends of the Library as well as a question of city budget.

## C. Grounds

**Background:** The grounds around the Library are in poor repair. Although the trees and some brush has recently been tended, the lawns are threadbare and there has been significant

erosion of the front and side lawns during the last few winter seasons. The city employs a landscaping company but as there is no plan, they do nothing more than mow the lawn. There is a community group actively pursuing improvements to the Hillside Ave. area, but there is no landscaping plan in place to maintain any improvements.

**Objective:** To improve, beautify, and establish long-term maintenance of the library grounds and parking lot.

**Landscape Plan:** In 2016, the Library Director will confer with the Tree Warden and the purchasing agent in order to create a landscape plan. (The purchasing agent is responsible for the terms of all city landscaping service contracts).

The landscaping plan will include:

- maintenance of existing trees
- planting of new trees and shrubs
- renegotiation of the landscaping contract to include clean up and maintenance as well as mowing and leaf blowing
- assessment of the land behind the parking lot (see below)
- maintenance and repair of the lawns
- plan for retaining walls and an irrigation system
- collaboration with the Medford Garden Club on plantings
- budgeting for short term improvements
- budgeting for long term improvements. Long term improvement (retaining walls and irrigation) may become a targeted fundraising project for the Friends of the Library.

**Parking Lot Cleanup:** a portion of library land is located behind an outbuilding in the parking lot. This area has become choked with trash and brush. By the end of 2015, volunteers will be recruited to clear this area and to assess the condition of the land behind the outbuilding. The Garden Club will be consulted about possible plantings both to enhance the area and to prohibit access to the unmonitored area behind the outbuilding. Progress will be measured by the completion of the cleanup and the inclusion of the assessment in the Landscape Plan.

**Repair:** After a number of hard winters and difficult budget years, the parking lot is in need of some repair. A dry well on the Boynton Rd. end fills up in heavy rains and water seeps in under the door of the book sale sorting room. There are no longer lines painted on the tarmac and the sidewalks are pitted and hazardous for walking. During 2016, the Library Administration will meet with the DPW to discuss repairs and improvements.

# Community Partnerships

**Background:** The Medford Public Library exists to provide service to all members of the community. The Library maintains a network of valuable relationships with local organizations and cultural groups. During the planning process the planning committee identified several community initiatives that needed to be developed. In addition, recent discussions with the board of the Friends of the Medford Public Library brought to light a number of issues to be addressed in the long term plans of both the library and that group.

**Goal:** To improve library service through development of new community relationships and the improvement of existing partnerships.

## A. Friends of the Medford Public Library

**Background:** The Friends of the Medford Public Library were founded in the 1980's. In addition to support and advocacy for the Library, the group raises money to support services and materials not included in the library budget. The group raises fund through two large book sales and a smaller holiday sale as well as through membership, donations and other fundraising events. The group has begun an independent review of their structure and by-laws which will be completed in 2016.

**Objective:** To strengthen the relationship between the Library and the Friends through long term planning.

**Improved Communication:** By December 2015, a staff member or administrator will be designated to attend each of the Friends of the Library monthly board meetings. By January 2016, a member of the Friends Board will be appointed to attend the monthly Board of Trustees meetings.

**Review of Funded Services:** Some items funded by the Friends were "extras" purchased to enhance the user experience, but have since become integral parts of the Library's operation. For example, the Friends fund BookLetters, a subscription book newsletter service originally added as a fun promotion tool. At this point, however, BookLetters has an essential delivery system for the Library newsletter and readers advisory web service and is no longer "extra." During 2016, the Library administration and the Friends will review the status of Friends-funded services to determine if some should be transferred to the Library budget. Budget requests for these transfers will be included in the FY2017 budget request. If funding is not granted, the Friends will continue to fund the services until a transfer is possible.



**Targeted Fundraising:** As of 2015, the Friends provide annual funding for a set number of subscription services and also provide annual programming budgets for Adults, Teens and Children. With the exception of services that may be transferred to the Library budget (see above), these set expenses will remain the focus of Friends fundraising. However, the Friends have indicated that they would be interested in carry out additional fundraising for targeted projects.

By the Friends annual Meeting in October 2016, the librarians and administration will create a wish list for targeted fundraising for the next 3 years. This list will include cost estimates and will include:

- Programs and exhibits
- Online resources
- Equipment
- Digitization and preservation projects
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## B. Makerspace

**Background:** In recent years, with the addition of new Childrens and Young Adult librarians, the Library's youth planning has embraced the STEAM concept. During the planning process, there has been much discussion about a community makerspace such as that sponsored by the Watertown Public Library.

Originally a makerspace was not going to be included in this plan because there is no physical space at the Library or available funding for such an endeavor by the library on its own. However, in early 2015 the local arts group MACI (Medford Arts Center Inc.) was given a lease for space in the Meadow Glen Mall. Although the long range plan for the space is not yet complete, the MACI directors have expressed great interest in a makerspace component to the mall space. In anticipation of this collaboration and the longevity of the mall space, the following steps will be taken.

**Objective:** To participate in the successful creation and maintenance of a community makerspace.

**MACI Space:** During FY16, Medford Library will participate in the creation of a makerspace in the MACI space at the Meadow Glen Mall. The Library is committed to helping users to find the tools and information necessary to try new methods and technologies, develop viable skills, and create original content. The makerspace will enhance neighbors' ability to share skills, teach, and learn collaboratively.

During FY16, the Library will offer sample maker programming at the MACI space for a variety of age groups, and will work with the MACI board to include a makerspace component in the long range plan for that organization.

After the mall space has been in use for a year, and those involved have a greater understanding of the types of technologies and equipment needed, the Library will explore funding options for new technologies and equipment. Funding research and applications will take place in FY2017.

Also in FY2017, the Library will work with the MACI board to have professional and volunteer workshops regularly scheduled at the community makerspace.

### C. Senior Programming

**Background:** According to the latest census data, 17% of the population of Medford is over 65. At present the Library does not specifically target this demographic although the Homebound Delivery service provides materials mostly to seniors. There is one monthly morning book review program that attracts a mostly senior audience but there is no intentional planning for the senior demographic. In the next two years, service to this demographic needs to be reexamined starting with the following.

**Objective:** To research, improve, and extend library services to the senior population.

**Council on Aging:** The city has an active Council on Aging and a busy Senior Center. In the next 2 years, the Library administration will reach out to the Council on Aging to find out what the Library can do to contribute to the lives of Medford seniors. This dialogue will explore potential programming and grant collaborations.

**Morning Programming:** At present the Library offers a variety of adult programming in the evening but morning programming has been limited by staffing. With addition of new staff in the FY2017 budget, it should be possible to accommodate morning programs which will be tailored to senior audiences. Sample programs will be offered during 2016. Attendance and response will be monitored and if the sample programs prove successful, the reference Librarian will be tasked with creating an ongoing schedule of senior-centered morning programs to begin in 2017.

# Local History Collections and Resources

## Background:

Medford's history is long and interesting but not as well-known as that of other Massachusetts communities. The Library collection and the collections of other local historical organizations tell a story of a vibrant and diverse community that has both mirrored and contributed to the history of Massachusetts and the United States since the 1600's. There has been a great deal of activity and interest in Medford's history in the last decade. The Library has taken an integral part in this process and will continue to promote research and history programming.

The Library holds the largest collection of paper local history records in the city. In general, Medford historical research can only be done in-person in the Library although the Reference Department does fulfill email, mail and phone inquiries. In recent years, a few Medford history publications have become available online in full-text but use of the majority of materials requires a library visit. There is a demonstrated need for online access to Medford history materials

**Goal:** To improve access to Medford history materials and to increase awareness of the history of Medford.

## A. Programming

**Lectures:** Beginning with the spring programming season (March-May) 2016, the Library will present or co-sponsor at least one local history program during each quarter. The programs will be related to either Medford history or to events or time periods that affected Medford.

**Training:** Beginning in summer 2016, the Library will present one program per quarter training patrons to use the records, databases, and other local history sources in the Library.

**Exhibit:** The Library's collection includes over a hundred World War I posters. In 2016, the Library and Medford Historical Society and Museum will create a plan for a poster exhibition and lecture series to commemorate with the anniversary of World War I. This exhibit and lectures will take place in 2017. The two organizations will jointly apply for grant funding for the exhibit and lectures through the Medford Arts Council in October 2016.

## B. Internal Collection Promotion:

**Medford Reference:** A Medford reference section will be created in the Reference Department by the end of FY16. The collection will include copies of the most commonly used Medford history resources as well as indexes to the photograph, newspaper, and other collections.

**History Aids:** The Reference department will create brochures and online guides related to house history and Medford genealogy research using the library collections.

**Website Improvements:** In 2016, the technology Librarian will be tasked with maintenance and ongoing development of the local history section of the Library's website. Development will include the online and full text projects listed below as well as online guides to research, training guides and links to the Library's databases, and links to historical sources. An important part of this process will be keeping current with local history links, as more and more items are being digitized by private and public sources.

**Local History Databases:** The Library's collection includes Ancestry.com, HeritageQuest, and the Sanborn Map collections. The 2014 survey asked respondents if they would be interested in database training and asked them to specify if they would prefer in-house or online training. The results were divided fairly equally so the Tech Librarian will be tasked with creating print and video online instruction for these local history databases. In addition, both the Tech and Reference Librarians will be tasked with offering courses in database use as soon as the internet is extended into the meeting room.

## C. Download and Digitization Projects:

**Background:** As aforementioned, most Medford research has to be done at the Library in-person. During the next 3 years (2016-2019), major efforts will take place to provide research sources that can be accessed digitally. Progress will be measured by the completion of digitization and download projects and by the number of uses of online resources.

**Newspaper Index:** The only index to 20<sup>th</sup> century Medford in existence is a card file index to the Medford newspapers that is located in the Research Department. To preserve the index and make it available online, the card file needs to be transcribed. In 2016, the Assistant Director the Technology Librarian will procure estimates for the cost of this project. Once the cost is known, the Library will either locate grant funding to have this index transcribed and made available online, or this project will become a targeted fundraising project of the Friends of the Library. The project will be finished by the end of 2018.

**Medford Historical Register:** Most volumes of the Medford Historical Register, a quarterly magazine published from 1898-1940, are available online in full text. In the next 2 years, the Technology Librarian will download the available volumes so that they are linked to the Library

website. In addition, the Technology Librarian will identify which volumes are not available online, and will have the missing volumes scanned and made available. The volume inventory and scanning may also be a volunteer project directed by the Library's Technology Librarian.

**The Lovering Files:** The Library collection includes a clipping file that once belong to Frank Lovering, a local reporters who wrote many stories about Medford history. The file includes his research, notes, and copies of his articles. It is a valuable resource that no one knows about outside of the Library. A volunteer began an index to the files in 2012, but did not complete the project. Beginning in summer 2015, a volunteer supervised by the Assistant Director will create an index to the contents of the files. When complete the index will be made available on the library website. This project will be completed by the end of 2017.

**Old Ships and Shipbuilding Days:** The publication "Old Ships and Shipbuilding Days of Medford" is not available in full text. This is the primary resource for research into Medford's shipbuilding industry and most queries about Medford ships can be answered from this source. The Library and Historical Society will collaborate to have this source scanned and made available online. The project will be carried out by the Library's Technology Librarian and will be completed by the beginning of 2017.

**Digital Commonwealth:** Both the Library and Historical Society have extensive photograph collections. Many images are in both collections but each institution has images that are unique. Together the collections are an essential resource for Medford history research. By 2017, the Library and MHSM will collaborate on a plan to have both collections digitized as part of the state's Digital Commonwealth initiative.

# Promotion of Library Services

**Background:** In the twentieth century, the Medford Public Library didn't feel the need to advertise because there was nowhere else to find information. In the last two decades, as all librarians know, the library world changed drastically as the internet supplanted services that were once the domain of public libraries. For decades, the Medford Library focused on research and curriculum support and by 2000, demands for those services practically ceased to exist.

In the last fifteen years, the Medford Public Library has struggled to find a new identity in the internet world and the information marketplace. After so many decades of research-focus, it has been hard for the staff to abandon that point of view. Library space planning reflects a research atmosphere rather than one devoted to pleasure reading. The transition from physical to virtual service has been difficult and many online resources are not widely publicized or used. Although computers are the backbone of the institution, the staff is not quick to adopt new technology and users are not aware of all that the library has to offer. In the next 3 years, a very strong emphasis will be placed on promoting online services and providing user and staff training.

**Goal:** To increase awareness and use of library services through promotion, training and personal instruction.

## A. Research Department

**Background:** Since 2008, the Research department has been staffed by one reference librarian. In the FY2016 budget, a vacant full-time position was restored. This new position will be that of a Technology Librarian, which will allow the research department to offer services that were not previously possible. Once the position is filled, probably after January 2016, the Reference and Tech librarians will evaluate the department, and will create a plan to expand, improve, and promote services

**Objective:** To increase use and awareness of the services, print, and online resources in the Research Department.

### **Database Training and Promotion**

**Background:** The Library offers access to 52 databases. In the 2014 survey, a large number of respondents indicated that they were not aware of the databases. In FY16 a Technology Librarian position was added to the budget, so over the next three years, this new person and the Reference librarian will be tasked with database promotion and training. Success will be

measured by usage statistics. In the case of the databases subscribed to by the library, subscriptions will be cancelled if usage statistics do not increase. Statistics will be measured at the end of each fiscal year.

**Internal promotion:** The Reference Department will create and update a “Database Information” display area to publicize the 52 databases offered by the Library. A master list brochure will be created with brief descriptions of all databases. Brochures will be created for each of the databases that the MPL subscribes to. Brochures, flyers and bookmarks will be downloaded or created for the databases offered through MLN and the MBLC. Success will be measured by usage statistics.

**Website and Social Media:** Once the new Technology Librarian position is filled, they will assume responsibility for the Research portion of the website. At present the databases are listed alphabetically. BY the end of FY 16, the Tech Librarian will update and expand the database pages to include subject lists and online training (see below). They will also be responsible for “featuring” and promoting databases on the website and in the Library’s social media. Success will be measured by usage statistics.

**Training:** The 2014 survey asked respondents if they would be interested in database training and asked them to specify if they would prefer in-house or online training. The results were divided fairly equally so the Tech Librarian will be tasked with creating print and video online instruction. In addition, both the Tech and Reference Librarians will be tasked with offering courses in database use as soon as the internet is extended into the meeting room. Individualized database instruction will also be available as part of the “Book a Librarian” program (see below).

### **One-on-One Librarian Services**

**Book-a-Librarian:** Beginning in late spring 2016, the research department will offer a Book-a-Librarian service. Patrons will be able to schedule half hour blocks for personal help with computers, databases, resumes, genealogy, and other research needs. During the winter of 2016, the Reference and Tech Librarians will create a policy and procedure manual for this program and for the Device Help program (see below).

Book-A-Librarian will be offered on a limited basis in spring 2016 to determine the best times and procedures. The program will be offered on a structured basis beginning in July 2016. The program will be publicized on a large scale on the library website, in the newsletter, in the newspaper and on social media beginning in July 2016. Success of the program will be measured by usage. Procedures and policies will be revised on a quarterly basis.

**Device Help Center:** Along with the Book-a-Librarian program, the Research Department will also institute a Device Help Service after the Technology Librarian begins in January 2016. Patrons will be able to drop-in or make appointments with the Tech Librarian for help with

downloadable e resources and with Kindles, Nooks, and other devices. Policies and procedures for this service will be developed in the winter of 2016.

Device Help Center will be offered on a limited basis in spring 2016 to determine the best times and procedures. The program will be offered on a structured basis beginning in July 2016. The program will be publicized on a large scale on the library website, in the newsletter, in the newspaper and on social media beginning in July 2016. Success of the program will be measured by usage. Procedures and policies will be revised on a quarterly basis.

## B. Language Services

**Background:** The city of Medford is home to speakers of dozens of languages. The Library makes some effort to serve these users but service has been limited by budget and staffing. The Library staff have not been trained in serving ESL clients. The staff have been never been trained with regard to the interpreter services provided by the City of Medford. There has been no publicity or training for staff or public on the use of non-English catalogs in the MLN catalogs. The FY2107 budget includes the restoration of an Adult Service full time position, and that librarian will be tasked with improving service to speakers of other languages. This librarian will also be tasked with publicizing and training staff and public on the use of the non-English catalogs and other resources. The library administration will work with the city diversity officer to provide customer service and interpreter service training. The plan should be completed by the end of 2016 with training scheduled for 2017.

**Goal:** To improve access to foreign language materials and library service to speakers of other languages.

**Foreign Languages Materials and Access:** During FY2016, the Adult Services Librarian will create and implement a plan for the improvement of language services. This plan will include:

- Analysis of circulation statistics to determine which language materials are being borrowed by Medford users
- Adaptation of the current language deposit procedure to reflect the circulation findings
- Targeted publicity for language deposit collections will be created online, in social media, and in-house. This publicity may require the creation of materials in multiple languages and may be a targeted fundraising project for the Friends of the Library.
- Targeted publicity and training for staff and public on the non-English catalogs available through MLN
- Program of staff training to improve customer service to speakers of other languages
- Program of staff training on interpreter and other city services available to speakers of other languages



- Maintenance and improvement of the Foreign Language and ESL sections of the library website
- Improved communication with ESL education providers in the Medford area, including library collection development to fit tutor and student needs
- Creation of an information packet for speakers of other languages including library resources city services. This packet will be a collaboration with the city's diversity office and the Medford Public Schools. This packet may be grant-funded or may become a targeted fundraising project for the Friends of the Medford public Library

# Youth Services

## [Children's Services at Medford Public Library](#)

### Mission Statement

While supporting out library's overall mission, the Children's Department will aim to create an environment that encourages exploration, imagination, and a love of learning in children from birth to age twelve. Our materials and programming will aim to stimulate a love for learning and reading, promote 21<sup>st</sup> century literacy skills, and reward curiosity and creativity in youth.

**Goals and Objectives:** Medford Library Children's Department will fuel our community's passion for learning and exploration by becoming a focal place for youth and their families to find materials, technology, and programs that support their informational, recreational, and cultural needs.

By end of FY15, we will have baseline statistics on our materials circulation, database use, and program attendance to better assess future needs.

- We will be responsive to community requests for materials and programming.
- We will continue to provide high quality programs for all youth ages 0-12 years old.

Medford Library Children's Department will support our community in creating an environment that enriches youth from birth to school with a targeted focus on early literacy skills.

- By the end of FY16, we will ensure that the Department's staff has training within the American Library Association's "Born to Read" initiative or its equivalent.
- We will provide appropriate story times and programs for babies and toddlers.
- We will offer classes for parents on how to raise readers and how to encourage an early commitment to reading at home.
- We will seek to connect with local community partners that offer early literacy programming and support their efforts the best we can.

Medford Library Children's Department will excite and entice all youth with exceptional materials and programs that support literacy and 21<sup>st</sup> century literacy skills.

- By the end of FY16, we will ensure that the Department's staff has training with the American Library Association's "Read to Read" initiative or its equivalent.
- We will provide developmentally appropriate story times and activities for youth ages 0-12 years old with a particular focus on science, technology, engineering, art, and mathematics.

- We will promote and engage young readers with new titles, interesting displays, and social media outreach.
- We will provide current reader's advisory highlights on the library website and social media.
- We will have regular book clubs for upper elementary students to engage in social learning.
- We will reach out to local homeschool groups to encourage a new user base.
- By the end of FY16, we will increase the number of Medford youth that have library cards by 10%.
- By the end of FY16, we will see an increase in the overall circulation of the Department's materials by 25%.
- By the end of FY16, we will increase the number of Medford youth that are active in our Summer Reading program by 50%.

Medford Library Children's Department will celebrate the diversity of our community and support learning and exploration about other cultures and languages.

- We will provide access to materials and enhance our collection to include materials in the prominent native languages represented in our community.
- We will seek partnerships and support community organizations via social media that have outreach with ESOL parents and families.
- We will provide multicultural programming celebrating people and cultures from around the world.
- We will ensure that our book displays and collections highlight diversity in people and ideas.

Medford Library Children's Department demonstrate our value by fostering and furthering our community partnerships.

- We will seek ways to have online and electronic exchanges with the schools and teachers to more accurately support school projects and programs.
- We will seek partnerships within parent organizations and schools to promote our collection, online resources, and programs.
- We will facilitate the transition to Common Core within the schools by providing a collection that supports the curriculum.
- We will facilitate easy access to statewide database collections.
- We will offer workshops on information literacy and online searching to schools, teacher organizations, and parent groups.
- We will explore new ways to engage with users online.

Medford Library Children's Department will stimulate imagination, encourage exploration, and creation with a diverse collection that supports local school curriculum, community demand, and encompasses a variety of genres, topics, formats, and reading levels.

- We will actively support 21<sup>st</sup> century library users with materials, training, and programming.
- We will promote, display, and celebrate youth created art, writing, and inventions.
- We will explore new ways to use online resources and social media to broaden the scope of our patrons beyond our library's walls.
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## [Young Adult Services at Medford Public Library](#)

### Mission Statement

The Medford Public Library's Young Adult Department serves the Medford teenage community (middle school through high school) by promoting lifelong reading, encouraging the exploration of youth interests, supporting the educational needs of students, and maintaining a responsive and comprehensive collection.

### Vision Statement

The Young Adult Department helps its users find and develop their voice. The Department provides a safe place for tweens and teens to express themselves through reading, writing, and library programs.

**Background:** Since its inception, the YA Department faithfully collected a large amount of fiction and nonfiction materials for a middle school and high school audience. However, as a result of both a lack of collection development and no item showcasing, too many items reflected low circulation numbers. Additionally, in the history of the YA department no programs were initiated specifically for teens and minimal effort was made to engage this population with the existing library materials. Essentially, teens were largely ignored. In 2014, the collections were weeded to reflect the current needs of the intended community and teen programs and groups (Creative Writing Club, Homeschoolers Book Club, and Teen Graphic Novel Club) were introduced in an effort to engage current teens and encourage Medford children moving away from the children's literature and into more advanced materials to remain enthusiastic library users. The YA Department continues to develop its collections and create new programs to respond to user wants and needs.

**Goals and Objectives:** The Young Adult Department will decrease use of unreliable sources and By the end of 2015, create and maintain a YA E-Resources page on the MPL website to highlight and increase awareness of specific youth oriented databases.

- Beginning in September 2015, create and update pathfinders on popular youth research topics that include relevant databases.
- Host database navigation programs in Fall 2015 for middle school and high school students.

*Possible activities*

- Host how-to-search online scavenger hunts
- Work with teachers to require databases as a resource for eligible projects.
- School visits to introduce databases to students

The Young Adult Department will update the collections to reflect teen interests and needs in order to increase circulation of fiction and non-fiction materials.

- Beginning in September 2015, create and update pathfinders for popular youth research topics that include a variety of non-fiction materials.
- Create integrated displays to highlight fiction and non-fiction materials throughout the year.
- Create and maintain booklists or suggested reading throughout the year.
- Perform regular collection development tasks to reflect current YA trends on the shelf.

*Possible activities*

- A season-long book scavenger hunt for teens to create a Periodic Table of Books. A book must be found for every element of the read Periodic Table (i.e. the name of the element in the title, author, character, setting, or an argued case for why Book X is a representation of Element Y.)
- Create your own display contests: Have teens compile their own dream booklist based on a genre, idea, setting, etc.
- Encourage teen submissions of book reviews
- March Madness for YA Books

The Young Adult Department will increase teen attendance at library programs by 25% each year.

- By the end of 2015, implement at least 6 recurring teen programs/groups that reach a diverse audience (ages, genders, interests).
- Implement anonymous feedback opportunities for teens to voice what they like and dislike about the offered library programming.
- Incorporate popular technologies and social media into YA programming throughout the year.
- Establish an online presence in social media with at least 50 followers on each utilized platform by the end of 2015.
- By the end of 2015, have an established Teen Advisory Group that will help initiate teen programming, advertising, and community service opportunities.

*Possible activities*

- Have teens create Vine book reviews
- Have teens film and edit book trailers
- Host gaming tournaments
- Photo scavenger hunts
- Initiate a volunteer program for teens to help children/seniors use technology
- YA book to movie tie-in program
- Author visits/workshops
- Middle school and high school book clubs
- Sponsor teen submissions to poetry/creative writing contests

Appendices – survey results.