

Boston Public Library FY09 Action Plan

Public Services

1. Improve service delivery by meeting users both physically and through the web, and introduce processes and procedures to improve the overall patron experience.
 - Continue the Branch Services Improvement Initiative, working with the Neighborhood Services Task Force on planning and implementation efforts.
 - Continue efforts to expand branch hours evenings and weekends.
 - Continue the implementation of the Central Library Service delivery plan and structure by establish the four working groups identified in the Central Library Service Initiative Plan (2005).
 1. Continue working with the four working groups identified in the Central Library Service Initiative Plan (2005) to address service delivery in Youth Services, Government Information, Services to Remote Users, and Literacy & ESL Services.
 2. Continue to work on the implementation of the service focused program statement in conjunction with the planning and design for phase IID of the McKim building renovation and restoration capital project.
 - Continue to prioritize expansion and utilization of the digital library program to meet community educational and informational needs and as a preservation methodology.
 - Complete the redesign of the website to improve online service delivery for traditional library services.
 - Continue to implement social networking tools to improve service delivery.
 - Consolidate and standardize collection code information for ease of public use.
 - Complete planning to activate take-home circulation of appropriate stack materials.
 - Continue to introduce patron self-check service throughout the system to improve patron convenience.
 - Work with community groups to improve services to the non-English speaking user demographic.
 - Coordinate and promote efforts with other literacy and ESL service providers.

2. Staff recruitment and career development.
 - Continue to actively recruit librarians at professional conferences, as well as via the library and other websites.

- Continue to evaluate and expand the orientation program for new librarians and new supervisors.
- Expand the Internship program started in FY2007.

Marketing, Promotion & Fundraising

3. Working with the Trustees Marketing and Fundraising Task Force, implement the marketing and promotion plan.
 - Develop online marketing initiatives
 1. Implement the redesign the public website's promotional pages to better market library information and events
 2. Continue to develop online marketing infrastructure (addition of list-builder and email deployment software to website; establishment of email/spam policies).
 3. Reinstate monthly BPL electronic newsletter.
 4. Continue to test new means of electronic outreach to users.
 - Events, programming & exhibits
 1. Implement system-wide institutional calendar of exhibitions, event series, stand-alone programs, and national library celebrations.
 2. Evaluate process for review, selection, and execution of programs and events.
 3. Select one exhibition to pilot with an electronic tour.
 - Fundraising
 1. Continue to coordinate grant seeking priorities and activities through the Grants Oversight Committee.

Technology

4. Refer to FY08-FY11 Technology Plan.

Collections

5. Continue to transform the Library collection to reflect changes in community interests and needs.
 - Continue to actively market and promote use of the collection to continue an annual circulation increase of 10% for print materials and a 20% increase in the use of electronic and digital download resources.
 - Evaluate centralized selection processes and adjust to further facilitate and expedite ordering/processing to reduce turn-around time from order to shelf.
 - Continue to investigate and incorporate best practices in collection and analysis of statistical measures; use results to change buying patterns to reflect community interests and needs.

- Continue to strengthen the world language collection through targeted acquisition of materials; continue cataloging remaining items in collection to improve patron access.
- Continue retrospective conversion initiative; allocate \$500,000 to this effort during FY'09.
- Working with the Trustees' Collections Committee, implement decision-making process for special collection acquisitions, de-accessioning, and preservation.

Capital & Facilities

6. Update the library's emergency response plan using the NEDCC (Northeast Document Conservation Center) dPlan process.
7. Continue the process of collection prioritization & stack allocation to insure the highly used materials are conveniently available for patron use, and lesser used materials are housed in remote storage.
8. Continue planning and implementation of projects to address facility accessibility.
9. Continue moving forward on capital projects listed in city capital plan.
 - Planning discussions for the Chinatown branch.
 - Planning discussions for East Boston services.
 - Implementing Jamaica Plain branch renovation.
 - Planning and design for phase IID of the McKim building renovation and restoration, including preservation standard climate control in Special Collections Reading Room and collection storage.
 - Activate services to the new Mattapan branch and Grove Hall/Burke High School projects
 - Relocate collections and activate services from the Heritage Center remote storage facility.