

# Springfield City Library Action Plan for FY2015 and FY2016

The Library's Action Plan continues work on the Priorities that appear in its *Strategic Plan for FY2011-16*:

Success in education, work and life: The Library will build strong programs and collections to promote success for Springfield residents in education, work and life.

Celebrate Springfield: The library will be an advocate for the City and the community with programs and collections that celebrate the rich culture, people, history and achievements in Springfield.

Community Leadership: The Library will strengthen its relationships with local leaders to inspire community members to use Springfield City Resources to start a business, advance their education and explore new careers.

Springfield City Library—A place for you: The library will continue to enhance the Central and neighborhood branches to provide resources, programs and collections and physical spaces to encourage community, learning, fun and reflection.

Library awareness and advocacy: The library will expand efforts to improve awareness of library programs and resources to attract new users and to build library advocates.

Institutional effectiveness: The Library will continue to focus on effective services and programs and will develop metrics that demonstrate library contributions to Springfield.

Taking the lead from the library's *Rethink Springfield City Library* study (<http://www.slideshare.net/springfieldcitylibrary/rethink-springfieldpresentation-rev-23250652>), these priorities are now being addressed through the work of teams charged with providing bold and visible programs and outreach efforts and other services to City residents.

***Strategic Priority. Success in education, work and life: The Library will build strong programs and collections to promote success for Springfield residents in education, work and life.***

***Strategic Priority. Celebrate Springfield: The library will be an advocate for the City and the community with programs and collections that celebrate the rich culture, people, history and achievements in Springfield.***

**The Adult Literacy and Lifelong Learning Team will provide programs, collections and outreach to people and organizations in order to strengthen the fabric of continuing and adult education.**

**Objective. Provide access to *collections* in ever-increasing formats to further educational opportunities and meet the needs of the Adult and Senior community.**

## ***Activities***

- Promote use of databases by highlighting them on the library website, newspaper articles, social media and public speaking.
- Expand access to online newspaper content by providing coverage of 10 Western Massachusetts titles.
- Serve as a pilot library for a new eBook platform being implemented by the Massachusetts Library System through FY15.
- Explore user-friendly ways to provide access to downloadable content and media.
- Start implementing floating collections with selected sections of the collection to reduce the time items are in delivery between locations and to provide users at different library locations with a broader and changing array of materials.
- Continue the LIYM (Library in Your Mailbox) program and expand base of LIYM volunteers.
- Promote use of the Talking Book Program of the Perkins School for the Blind in an attempt to meet the

reading needs of City residents who cannot use regular print materials.

**Objective. Provide *programs, activities, and opportunities* for Springfield Adults and Seniors.**

*Activities*

- Provide public training sessions on health and wellness in collaboration with Baystate Medical Center's Health Sciences Library, the Springfield Health Department and other related agencies and organizations.
- Continue to offer Book Discussion Groups, author programs and other book-related programs, such as Knit Lits.
- Offer poetry and creative writing opportunities, augmented by help from college interns.
- Coordinate events for Springfield authors to showcase their work.
- Offer Sunday afternoon music concerts at the Central Library, and at Sixteen Acres in the summer.
- Provide programs that promote information technology literacy, such as the High Tech Series.
- Continue collaborative programming with Senior Centers.
- Implement a financial literacy series of workshops and events to help residents safeguard and manage their financial situations.
- Expand participation in the Adult Summer Reading Club by 10% through new partnerships and collaborations.

**Objective. The library will continue to meet the needs of *adults with low literacy skills* for reading, writing, and other necessary lifelong learning skills.**

Continue to pursue funding for and expand the impact of the **Read/Write/Now** Adult Learning Center.  
<http://www.springfieldlibrary.org/library/services/adult-literacy/>

*Activities*

- Meet or exceed all five performance standards set by the Mass Dept. of Education for Adult Basic Education programs: attendance, educational gains, goal attainment, rates of pre & post testing and average hours attended.
- Provide additional space for Read/Write/Now at the Springfield Community Learning Center at Pine Point.
- Collaborate with the School Department to expand Adult Learning Opportunities at the Springfield Community Learning Center at Pine Point.

**Objective. Promote *partnerships* with Community agencies that support adult literacy.**

*Activities*

- Edit and publish the Springfield Adult Basic Education Directory in partnership with the Adult Basic Education Partnership and Literacy Works of Hampden County. Post the Directory in the library website. <http://www.springfieldlibrary.org/library/services/adult-literacy/>
- Recruit and train new volunteers to assist in Read/Write/Now classes.
- Evaluate and improve current collections for Adult new learners.
- Partner with Valley Opportunity Council to offer Citizenship classes.

**Objective. Develop programs and services to meet the needs of English as a Second Language learners.**

### ***Activities***

- Continue and expand a Conversation Circles program to provide opportunities for ESL students and graduates to practice and improve their English language skills.
- Pursue offering citizenship courses for new populations.

**The After School Team will provide programs, activities, collections and outreach to people and organizations in order to strengthen fun and educational programs and activities for teens and tweens after school.**

**Objective. Offer programs, activities, information and reading opportunities for *Springfield Teens* for their social, educational and civic development.**

### ***Activities***

- Coordinate and share activities by librarians who serve teens throughout the system.
- Increase programming for teens at all library locations.
- Obtain feedback from teens on improving the teen section on the library's website, program and collection development, and design of spaces and services that will meet their needs and attract other teens.
- Plan improvements to the Central Library Teen Central area or relocate it elsewhere in the building.
- Continue to promote graphic novels and other popular teen materials.
- Increase outreach to teens through school visits, collaborate with community agencies dealing with teens, and use social media to reach and seek input from teens.
- Building on the foundation of the Space to Create Teen Media Grant, expand hardware and software for creative use of media, and provide access to these resources at all library locations.
- Develop ways for teens to read off their fines so they are not prohibited from using library resources.
- Make available games and technologies in teen spaces.
- Plan STEM/STEAM activities for teens.
- Participate in Teen Read Week and other ALA Teen initiatives.
- Increase participation in Teen Summer Reading Club through new strategic partnerships and collaborations.

**The Early Childhood Team will provide programs, collections and outreach to people and organizations in order to strengthen early literacy.**

**Objective. The Library will continue to define, design, and provide programs and collections that promote literacy and academic success for *Springfield Youth*, and contribute to the growth and development of *Springfield Families and Children*:**

Provide literacy-based programming for pre-school and school-aged children and their families and caregivers.

### ***Activities***

- Expand use of the Early Childhood Resources Center for the Western Region of Massachusetts for early childhood professionals and Springfield families.
- Continue story hours and other reading enrichment programs for pre-school and school-aged children.
- Implement grants from Mass Cultural Council, Davis Foundation and the Funder Collaborative for Reading Success to support early literacy programming and collections.
- Participate in Family Child Care Language and Literacy Project.
- Increase participation in Summer Reading Programs at all locations by at least 10%.

-Purchase and promote AWE Literacy Stations at several Branch locations.

**Objective. Strengthen and provide collections in a variety of formats that support the information and reading needs of Springfield Youth and families.**

**Activities**

- Evaluate current collections and use patterns. Study usage patterns to ensure that purchases align appropriately with the subjects and formats of most interest to Springfield residents.
- Continue to purchase materials to support the Springfield School curriculum.

**Elementary Team coordinates and develops literacy-based programs for children, 5-10 and their caregivers and seeks opportunities to create community partnerships that promote their success**

- Coordinate annual system wide events for K-5<sup>th</sup> grade children.
- Plan STEM programming in partnership with the Springfield Museums, seek funding to expand .
- Plan and coordinate school vacation programs for December, February and April.
- Plan Winter Reading Club in collaboration with the Springfield Falcons.
- Coordinate the Summer Reading Club for K-5<sup>th</sup> grade and increase participation by at least 10% through strategic partnerships and collaborations.
- Develop opportunities for literacy-based experiences for K-5<sup>th</sup> grade children and their caregivers during the school year.
- Develop a strategic plan for outreach to Springfield City elementary schools and other neighborhood organizations that serve k-5<sup>th</sup> grade children.
- Increase Outside-of-School Programs in all locations.
- Develop programs and services to assist students, with a focus on Level 4 Schools (underachieving, based on MCAS performance).
- Participate in “Reading Success by 4th Grade” activities.

**The Workforce Development Team will provide programs, collections and outreach to people and organizations in order to serve job seekers and those who seek career advancement.**

**Objective: The library will define and design programs that enhance workforce development and career opportunities that meet the needs of residents and local businesses and support the economic vitality of Springfield:**

Provide the hardware, software, databases and technology skills training needed by those seeking new work and career opportunities.

**Activities**

- Train job seekers in identifying and applying for positions (written and online) and interviewing skills
- Develop and provide online job searching and application skills - Collaborate with other organizations (e.g., FutureWorks) to train in interviewing skills.
- Develop programs to promote awareness of local career opportunities.
- Apply for funding through the Workforce Innovation and Opportunity Act. And other funding opportunities.

**Objective. Provide services that enhance skills and resources required to identify career opportunities and job seeking skills.**

### **Activities**

-Plan a series of programs based on the "Let's Get to Work Springfield" theme, e.g., "Hire a Veteran" on November 17, 2014 at the Clodo Concepcion Community Center.

- Continue offering a "Finding Job Ads Online" program twice a year, as part of the regular Hi!Tech series in 2013.

- Coordinate a major Workforce Development event at the Central Library in the Spring of 2015. This will feature local working professionals, schools and tradespeople who will talk about a "day in the life" of their work, the requisite training, compensation, etc.

- Conduct a program on starting up a small business in collaboration with representatives from the Small Business Administration.

- Work with volunteers to provide assistance with resume writing.

**Objective. Develop career centers at Library locations with adequate space to accommodate them, to provide career-oriented materials and programs.**

### **Activities**

- Determine which locations have space for Career Centers.

- Provide career-oriented materials and programs.

**Strategic Priority: Community Leadership: The Library will strengthen its relationships with local leaders to inspire community members to use Springfield City Resources to start a business, advance their education and explore new careers.**

**Strategic Priority: Library awareness and advocacy: The library will expand efforts to improve awareness of library programs and resources to attract new users and to build library advocates.**

**The Community and Civic Engagement Team** will provide programs, collections and outreach to people and organizations in order to strengthen community and to build awareness and engagement in civic activities.

**The Civic and Community Engagement Team** will partner with Springfield residents, City departments and community organizations to address issues of critical and pressing need. The Team will organize ways for community members to learn, share information, seek common ground, and find solutions to important problems and developing concerns in a neutral, resource-rich place.

### **Activities**

- The first topics being addressed are gun violence, public safety, and peacemaking. -Create "Civic" corners in all library locations to encourage citizen engagement.

-Hold candidate nights in collaboration with the City of Springfield Election Commission to increase voter registration and participation in city, state and national elections.

- Using the Harwood Institute's Transforming Libraries/ Libraries Transforming Communities grant program, undertake a series of focus groups and other activities to obtain input on priorities for City residents, organizations and officials so the library can work to develop services and collaborations to address those priorities.

- Coordinate an event in the Fall of 2014 to bring Springfield area nonprofit organizations together to understand what each does and to foster collaborations.

**Strategic Priority: Springfield City Library—A place for you: The library will continue to enhance the**

***Central and neighborhood branches to provide resources, programs and collections and physical spaces to encourage community, learning, fun and reflection.***

**-East Forest Park Branch Library** – By the end of calendar year 2014 complete and submit to the MBLC a Building Program for a new East Forest Park Branch Library.

- Issue an RFP for architect services and work with the selected architect to design a branch library that will meet the needs expressed in the Building Program.

- Participate in the Library Journal Design Institute on December 5, 2014, and serve as part of its challenge panel.

-Renovate current **Pine Point Branch Library** and include a Library Express @Pine Point Branch.

-Collaborate with City Department of Elder Affairs to pilot an outreach program at the Hungry Hill Senior Center.

**-Central Library**

- **Reorganization of Space Use** – Study current use of space of the library and envision a more user-friendly arrangement, including a more suitable teen and media creation space, more seating, electrical outlets, charging stations and a library café.

- **Accessibility** – Provide, with assistance from City Facilities, the Springfield Museums, and City Capital funding, a remedy for the deteriorating access ramp at the Quadrangle entrance, either by replacing it or by exploring other options, such as an additional parking lot on the Cathedral side of the building.

- **Renovations** – Address deteriorating infrastructure, including roof, entrance stairs, air conditioning to make the library a more comfortable, attractive and welcoming flagship library facility for the people of Springfield.

**East Springfield Branch** – Plan, secure funding for and implement renovations and improvements.

***Strategic Priority: Institutional effectiveness: The Library will continue to focus on effective services and programs and will develop metrics that demonstrate library contributions to Springfield.***

**The Customer Experience Team** will ensure a consistent quality of service and experience throughout the neighborhood libraries and online. Four key components of the library organization will fall under the heading of Customer experience to emphasize the importance of the customer in their operations.

### **Activities**

- Determine what residents what they need/want from their library system.

- Share with staff at all levels the public's needs and expectations.

- Ensure that library policies, procedures, resources and services, both in-person and online, align closely with people's needs and expectations.

- **New Models for Information Services** – Explore a more outreach-oriented, proactive way to provide information services to the residents of Springfield, both inside library buildings, throughout the community and online.

- Request funding in the FY16 budget to increase hours at the Central Library from 45 to 65 hours per week by October 2014.

- **New Website** – continue to update and enhance the capabilities and design of the library's website.

- Undertake a branding and marketing project with assistance from TSM Design.

- Continue work to translate library forms and publicity into multiple languages.
- Expand volunteer opportunities throughout the library system to increase effectiveness of library efforts and outreach, and involve community members in library services and advocacy for the library.