



APPENDIX C—WOBURN PUBLIC LIBRARY ACTION PLAN FISCAL YEAR 2024

ACTIVITIES

TASK OWNER

TARGET DATE

GOAL 1: The Library will serve as a safe, welcoming community hub and valuable resource for individuals and families from diverse backgrounds.

OBJECTIVE 1.1 Offer robust physical and digital collections and resources that reflect the interest of diverse community groups.

a.	Conduct a diversity audit of the print collection	JS & Acquisitions Team	FY24 Q2
b.	Expand foreign language collection	JS & Acquisitions Team	FY24 Q1
c.	Expand the print collection to reflect diverse interests	Acquisitions with Staff Input	FY24

OBJECTIVE 1.2 Expand and increase the use of the Library of Things.

a.	Solicit suggestions for expanding the LoT from the staff and the community	Admin & Circulation	FY24 Q3
b.	Investigate funding sources to expand the LoT collection	Library Director	FY24
c.	Promote use of LoT collection	Social Media Team	FY24

OBJECTIVE 1.3 Develop and promote programs and services that meet the needs and desires of community members of all ages and abilities.

a.	Expand the variety of discounted museum passes	SB	FY24 Q2
b.	Expand Maker Space programs for all ages	TL	FY24 Q4
c.	Expand programming to underserved communities	Director with Staff Input	FY24 Q2

OBJECTIVE 1.4 Maintain a safe, comfortable, accessible, and attractive facility that accommodates various functional needs.

a.	Make sure the physical space is always clean and welcoming	Custodians & Staff	FY24 & Ongoing
b.	Provide more comfortable seating options	Custodians & Admin	FY24 & Ongoing

OBJECTIVE 1.5 Increase technology literacy and access to technology devices, services, and support.

a.	Investigate adding more technology devices	Admin Team	FY24
b.	Provide leveled technology instruction	TL	FY24
c.	Promote digital services and resources currently available	Reference Team	FY 24
d.	Provide tech support for patrons on personal devices	TL	FY24 & Ongoing

GOAL 2: The Library will offer an expansive variety of youth services and resources.

OBJECTIVE 2.1 Grow and promote STEAM (Science, Technology, Engineering, Art, and Math) programs and initiatives for youth of all ages.

a.	Examine current STEAM offerings and make a plan for expansion	CA & ER	FY24 Q1
b.	Provide hands on science opportunities for youth in person or virtual engaging scientists from the community or elsewhere	CA, ER & YS Team	FY24
c.	Continue Math club for grades 3-5	CA	FY24
d.	Offer a coding club	CA & ER	FY24 & Ongoing

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OBJECTIVE 2.2 Offer family-friendly performances and activities.			
a.	Provide weekly family-friendly movie days/evenings	Youth & Adult Services Teams	FY24
b.	Continue offering family make- and-take activities	Youth Services Team	FY24
c.	Continue family lego building club	Youth Services Team	FY24
d.	Bring in outside family focused performers	Youth Services Team	Ongoing
OBJECTIVE 2.3 Promote youth activities that accommodate diverse learning styles and needs.			
a.	Offer a sensory storytime	CA & Team	FY24 Q1
b.	Investigate and offer programs for diverse learning styles	CA	FY24Q1
c.	Engage professionals to offer Spanish, Portuguese & French storytimes	CA	FY24
d.	Engage professionals to offer classes in ASL	CA	FY24 Q2
OBJECTIVE 2.4 Support public schools and homeschool education.			
a.	Reach out to private and public schools to find areas of collaboration	Director, CA & ER	FY24 Q1
b.	Reach out to homeschool community to find ways to support	CA & ER	FY24 Q1
c.	Develop collection to support homeschool education	CA & YS Team	FY24 Q3
OBJECTIVE 2.5 Expand the programs, resources, and services offered to teens (grades 6-12).			
a.	Expand gaming opportunities for teens	ER	FY24 Q2
b.	Evaluate teen technology offerings for need	ER	FY24 Q1
c.	Increase technology devices for teens as needed	ER	FY24 Q3
GOAL 3: Community members will be aware of and enjoy easy access to Library programs, services and resources.			
OBJECTIVE 3.1 Increase awareness and usage of the vast array of Library resources, services, and spaces.			
a.	Create a public awareness campaign with assistance from community partners	Director & AD	FY24 Q1
b.	Use social media platforms to promote library resources	Social Media Team	FY24 & Ongoing
c.	Use local publications to promote library resources	AD	FY24 & Ongoing
d.	Update website to make resources easily discoverable	Director	FY24 Q4
OBJECTIVE 3.2 Strengthen and expand collaborations with community partners to promote the Library and increase usage.			
a.	Promote Library offerings to schools and families	AD, CA, & ER	FY24
b.	Promote Library offerings to Senior Center and Woburn seniors	AD	FY24
c.	Promote Library offerings to underserved community groups	Director, AD, & Social Media Team	FY24
d.	Develop connections with community partners	Director	FY24 Q1
OBJECTIVE 3.3 Expand outreach to new and underserved communities.			
a.	Find and develop connections to underserved communities	Director	FY24 Q1
b.	Build programs to serve the underserved	AD, CA, & ER	FY24 Q3
GOAL 4: The Library's knowledgeable staff and strong community collaborations will improve the support of underserved local populations.			
OBJECTIVE 4.1 Support a growing population of immigrants.			
a.	Provide opportunities for English Language literacy through classes	Director	FY24 Q1

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b.	Form partnerships with new immigrant groups to find out needs	Director & Youth Services Staff	FY24 Q3
c.	Expand traditional programs to evenings and Saturdays	All Staff	FY24
d.	Provide programs in languages other than English	All Staff	
OBJECTIVE 4.2 Improve accessibility to Library offerings for all ages and abilities.			
a.	Promote Library programs widely to include traditionally underserved groups	Director, AD, & Social Media Team	FY24 & Ongoing
b.	Plan for website upgrade to increase accessibility and discoverability	Director	FY24
OBJECTIVE 4.3 Celebrate community members' ethnic, cultural, and faith-based backgrounds and interests.			
a.	Offer programs to celebrate the cultural diversity of the community	Staff	FY24
b.	Celebrate cultural holidays with programs and displays	Staff	FY24
c.	Invite community leaders from various cultural groups to share their heritage	Director	FY24
GOAL 5: Sustain the Library's impact through developing and establishing public/private partnerships and staff development			
OBJECTIVE 5.1 Ensure the annual municipal appropriation meets minimum state standards.			
a.	Work with the City to ensure yearly MAR is attained and maintained	Director	FY24
b.	Provide City with the formula for determining the MAR and reasons why it is important	Director	FY24
OBJECTIVE 5.2 Strengthen public and private support and advocacy for the Library.			
a.	Work on re-establishing the Friends Group	Director	FY24
b.	Work with Foundation on plan for funding Library projects	Director	FY24
c.	Work with Trustee Board on how trust funds can best support the Library	Director	FY24
d.	Build community partnerships for financial support and advocacy	Director & Board of Trustees	FY24
OBJECTIVE 5.3 Increase community groups' use of the Library's meeting spaces.			
a.	Increase awareness of availability of meeting spaces in the Library	Director & AD	FY24
b.	Look for more creative ways to use the space in the Historical Building	Director & AD	FY24
c.	Initiate and acoustics study of the Historical Artifacts Room	Director	FY24 Q4
OBJECTIVE 5.4 Cultivate public/partnerships that increase the Library's positive impact on the community.			
a.	Develop collaborative community partnerships: SCI, Boys and Girls Club, Recreation Department, Senior Center, etc.	Director	FY24 Q1
b.	Develop partnerships with civic groups: Rotary, Chamber of Commerce, Lions Club, Kiwanis, etc.	Director	FY24 Q1
c.	Organize Library pop-ups at community events	Director	FY24

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OBJECTIVE 5.5 Provide ongoing staff training and development opportunities.			
a.	Use staff development days to provide training	Director & AD	FY24
b.	Provide opportunities for staff to attend conferences	Director	FY24
c.	Provide opportunities for cross-training within the Library	Director & AD	FY24
d.	Encourage and support staff in career aspirations	Director	FY24
OBJECTIVE 5.6 Operate with a strong governance model that supports the Library's mission.			
a.	Encourage professional development of Trustee Board regarding their role	Director & Trustees	FY24 Q1
b.	Foster collaborative governance among Library, Trustee Board and City Government	Director, Trustees & Mayor	FY24 Q1