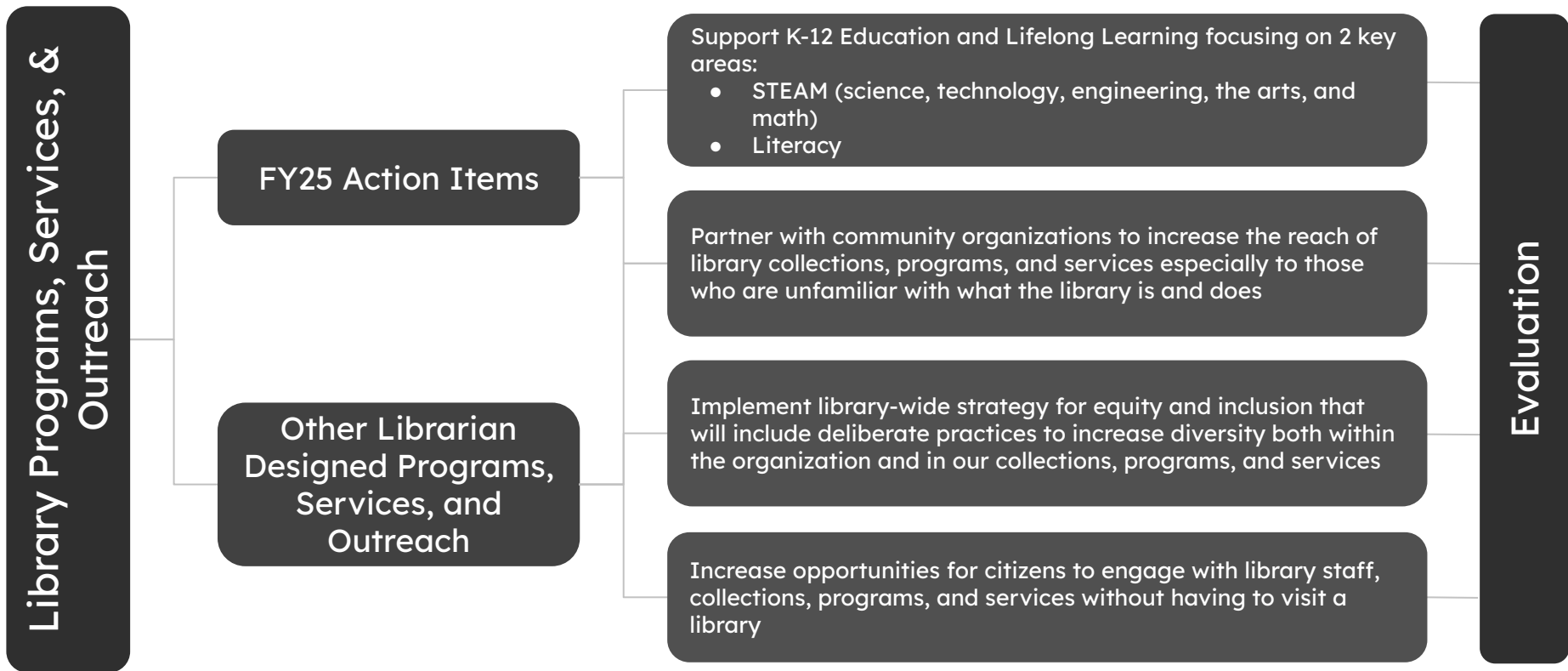




FY25 Action Items

Approved by the Public Library of Brookline Board of Trustees: September 10, 2024

Annual Programs, Services, and Outreach Planning Process



Action Item 1: Organize an Art Walk in Coolidge Corner

Enhance community engagement and support local artists by organizing a recurring gallery walk in Coolidge Corner.

- **Form a planning committee. Potential members could include Brookline Arts Council, Town of Brookline Planning Department, local chamber of commerce, or small business association members.**
- **Create a map that marks the location of gallery locations.**
- **Organize One Event**
 - **Reach out to gallery locations to invite participation.**
 - **Plan additional elements such as artist talks, live demonstrations, music performances, and interactive activities.**
 - **Design promotional materials including posters, flyers, and social media graphics. Promote on the library's website.**

Action Item 2: After-hours Programs at the Library

Increase engagement and attract new patrons by offering innovative late-night or "after-hours" programming at the Library.

- **Assess Interest and Feasibility:** Survey patrons, particularly young adults, to gauge interest in various late-night programming options such as movie nights, and live music or punk shows.
- **Develop a Programming Plan:** Create a schedule for at least three different late-night events based on patron feedback and preferences.
- **Engage Local Partners:** Collaborate with local businesses, musicians, and artists to enhance the programming experience and foster community connections.
- **Promote the Events:** Use social media, local media, and library channels to advertise these events and attract participants.
- **Evaluate and Adjust:** Collect feedback from attendees to refine and improve future programming, ensuring that it meets community interests and needs.

Action Item 3: Major Year-Long Promotion of Library E-Resources and Digital Collections

Increase awareness, engagement, and usage of the library's e-resources and digital collections through a comprehensive, year-long promotional campaign.

- **Analyze current usage statistics of e-resources and digital collections.**
- **Create a content calendar outlining themes, events, and promotions for Nov. - May. Please be sure to highlight underutilized e-Resources and digital content.**
- **Create tutorials and guides for both staff and patrons on how to access and use these resources.**
- **Plan marketing campaigns.**
- **Host three virtual or in-person programs for adults and target three community organizations (SBA, Senior Center etc.) to present or table to their membership.**
- **Offer database demonstrations to local schools in conjunction with a Youth Services Librarian.**
- **Track key performance indicators (KPIs) such as the number of new e-resource users, frequency of use, and user satisfaction.**

Action Item 4: Formulate Collection Strategy and Policy for the Library of Things (LoT)

Establish a comprehensive framework for the Library of Things to effectively manage and expand its collection, ensuring alignment with the library's mission and community needs.

- **Develop a policy for collecting "things" to be incorporated into a revised Collection Development Policy. This should include an overarching philosophy as well as what the PLB will and won't collect.**
- **Research other public libraries to learn best practices for LoTs. Survey Staff and the Brookline Community for feedback on this collection.**
- **Identify a budget for LoT items.**
- **Develop procedures to more efficiently circulate LoT items including strategies for technology, kits & other unique items.**