



North Smithfield Public Library
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www.nspl.info

discover - learn - connect

Long Range Plan
2020-2025



Mission Statement

The North Smithfield Public Library will provide diverse and easily accessible materials, services and programs in an atmosphere which encourages the free flow of ideas to educate, inform, enrich, and entertain local residents.

Special emphasis is placed on supporting students at all academic levels and on stimulating young children's interest and appreciation for reading and learning.

Community Profile

North Smithfield is a semi-rural community of approximately 24.7 sq. miles. located northwest of Providence. Part of the John H. Chaffee Blackstone River Valley National Heritage Corridor, the town is rich in history and includes the historic villages of Forestdale, Primrose, Waterford, Branch Village, Union Village, Park Square, and Slatersville. Slatersville has the distinction of being “America’s first planned industrial mill village”. The Library is located in one of the original mill buildings along the Branch River, offering beautiful views and picturesque Centennial Park as one of its assets.

The population of North Smithfield is 11,967, according to the 2010 census, comprised of 4,715 households. The median income is \$79,000 with 2.1% below poverty level. There are 9511 citizens 18 years old and over, 1598 school age (5-19 years old), and 508 under 5 years old. The education attainment breakdown for persons 25 years or older is 88.1% with a high school diploma or higher and 31.6% with a bachelor degree or higher. The racial profile is; White 96.6%, Black or African American 0.5%, Asian 1%, and Mixed Race 1.2%

Library and Centennial Park – Goals and Objectives

Goal 1: Provide the best possible service and experience to meet the needs of our users.

- A. Collect and evaluate input from library users
 - 1. Use Targeted Surveys throughout the year to evaluate the services we provide
 - 2. Set up suggestion boxes for all users
 - 3. Track information collected, evaluate and implement accordingly
 - 4. Use data about library use to analyze patterns and develop better serviceResponsibility: Director and Reference Librarian, Youth Services Librarian
Completion Date: Ongoing

- B. Explore and promote the possibilities for volunteer opportunities to get users involved in the library
 - 1. Accept user created content and highlight user contribution on social media
 - 2. Create meaningful and dynamic advisory boards
 - 3. Solicit users to reestablish a Friends of the Library GroupCompletion Date: On-going
Responsibility: Youth Services and Reference Librarian

- C. Explore and promote opportunities for making the library more accessible for those with physical and learning difficulties
 - 1. Explore options for visually and hearing impaired
 - a. Explore text to speech computer programs
 - b. Promote and utilize the Optelec Machine for visually impaired users
 - c. Expand the large print and audio book collections
 - 2. Explore option in staff sensitivity training in regards to patrons with physical and learning difficulties.
 - 3. Explore options for making the library more open to those with learning difficulties (ie dyslexia, autism)
 - a. Promote the use of our C-Pen and audio collection.
 - b. Explore Playaway Wonderbooks for our Youth Services Collection
 - c. Create a “This is my library” booklet, as an introduction to the library before a visit.
 - d. Complete staff training for making the library autism friendly
 - e. Explore options for making library programming accessible to all.Completion Date: September 2023
Responsibility: Director, Reference Librarian, Youth Services Librarian

- D. Promote and expand the Homebound Program
 - 1. Advertise in all media outlets
 - 2. Promote the program on social media accounts
 - 3. Partner with senior services to promote the programCompletion Date: ongoing

Responsibility: Reference Librarian

Goal 2: Create a plan for instructional programs related to current and emerging technologies.

- A. Assess the needs of the community for technology classes
 - 1. Keep statistics for all technology questions
 - 2. Create an ongoing survey for users
 - 3. Develop an instructional plan with available dataCompletion date: June 2022, Ongoing
Responsibility: Reference Librarian

- B. Determine and create a matrix for staff competencies from basic to advance skills
 - 1. Plan and deliver basic and intermediate instruction to all staff so they can effectively aid users with their technology questions.Completion Date: September 2021; ongoing
Responsibility: Director, Reference Librarian

Goal 3: Youth Literacy

- A. Advance the library's commitment to youth literacy
 - 1. Outreach to daycare providers – invite daycare providers to the library or bring the library to them.
 - 2. Promote the ways the library supports literacy by developing partnerships with local organizations
 - 3. Strengthen partnerships with local schools to support youth literacyCompletion Date: Ongoing
Responsibility: Youth Services Librarian

- B. Promote reading as a way to learn about and explore the world
 - 1. Expand and promote environmental literacy through Growing a Reader, Nature Explorers, and STEM programming.
 - 2. Collaborate with venues promoting the great outdoors
 - 3. Expand outdoor programming
 - a. Utilize and promote the wildlife gardens learning space
 - b. Install a sensory garden
 - c. Continue to promote Adventures in Reading PacksCompletion Date: June 2025
Responsibility: Youth Services Librarian

- C. Support and aid parents as their child's first teacher
 - 1. Continue to promote Reading Packs
 - 2. Create Parent Packs to help promote literacy in their children
 - 3. Increase parenting collection

4. Create do-at-home activities using a quarterly Parent Post newsletter
Completion Date: June 2022
Responsibility: Youth Services Librarian

- D. Encourage young readers
1. Promote and display readers advisory through lists, displays and special programs
 2. Create winter reading program for January and February
 3. Continue to expand and promote Book Pin Traders Program
 4. Redevelop and promote Percy & Kyp's 1,000 Challenge (1000 books before kindergarten program)
- Completion Date: June 2022, ongoing
Responsibility: Youth Services Librarian

Goal 4: Meet the learning needs of all users

- A. Provide educational support for all ages.
1. Continue to provide access to a variety of on-line classes.
 2. Provide instructional classes for access to all resources available through the library
- Completion Date: On-going
Responsibility: Reference Librarian and Director

- B. Promote the resources offered for homework support – both Ask RI and library provided on-line resources.
- Completion Date: On-going
Responsibility: Reference Librarian

- C. Develop a virtual programming strategy for periods when the physical library is inaccessible
1. Explore virtual programming platforms utilizing Facebook, Google, library Website, Zoom, YouTube
 2. Create virtual programming for all ages (ex. Book recommendations, podcasts, zoom book groups or art events, live social media events)
 3. Create virtual content for all ages (ex. Book lists, program guides, how to sheets, YouTube videos).
 4. Research and purchase hardware and equipment needed to produce virtual programming.

Completion Date: September 2021, On-going
Responsibility: Reference Librarian, Director

- D. Continue to support the school's summer reading requirements by providing access to the titles on their reading lists
- Completion Date: Ongoing
Responsibility: Youth Services Librarian

Goal 5: Support, train and adequately compensate staff

- A. Provide training and continuing education to staff through a variety of opportunities
 - 1. Create a schedule for staff development days
 - a. Hold informal meetings with department heads monthly to discuss programming and continuing education
 - 2. Formalize a continuing education plan for staff expectations related to their job descriptions and goals
 - 3. Encourage staff to attend workshops, classes or conferences when possible
 - B. Review pay scales and benefits to insure they are up to the industry standard and sufficient to attract and retain staff
- Completion: ongoing
Responsibility: Director, Trustees

Goal 6: Provide a safe and pleasant environment

- A. Assess the need for building repairs and upgrades
 - 1. Seek funding sources for repairs and upgrades
 - B. Review the library spaces to alter or update informal seating and general pathways or to add special features
 - C. Create and formalize outdoor learning space as an extension for library programming,
 - 1. Continue Greening North Smithfield Library and Explorers Programs
- Completion Date: June 2022; ongoing
Responsibility: Trustees, Director, Youth Services Librarian

Goal 7: Increase public awareness of the library's services and collections through consistent and multifaceted marketing and promotion

- A. Create a marketing strategy
 - 1. Create a marketing focus – define the user experience
 - 2. Content as the brand: Books and so much more!
 - 3. Focus on specific programs and services
 - 4. Share the library story; humanize the library and the library experience
- B. Improve channels of communication with the public about library news, events and services
 - 1. Create promotional email list for news, events, collections and stories
 - 2. Focus on specific programs and services
 - 3. Expand presences online
 - a. Explore other avenues of virtual programming and social media (ex Flipgrid, storybird, podcasts, YouTube videos and tutorials, live online events
 - b. Evaluate the benefits and audience of social media channels
 - i. Define who we are on each platform

- ii. Track customer use through engagement
- C. Continue updating website for a modern look
 - 1. Improve site navigation
 - 2. Make website distinctive, personalize
 - 3. Evaluate content and use

Completion Date: September 2023; ongoing

Responsibility: Reference Librarian and Director

PLAN REVIEW AND REVISION

This Long Range Plan has been developed to be implemented over the next 5 years. Progress in meeting goals, as measured by achieving objectives and completing activities, will be evaluated by the Library Director and Board of Trustees on the anniversary date of the Plan's implementation. This evaluation may result in the addition, deletion or revision of objectives and activities in response to changes and new developments.