

Support Enrichment & Lifelong Learning

Hours

- Add additional hour on Fridays *(2017)*
- Add additional 3 hours on Summer Saturdays *(2018)*
- Open 9am Monday – Saturday *(Jan. 2, 2019)*

Barriers

- Fine-free Children’s books in Summer 2018
- Fine-free Children’s & Teens *(goal: 2021)*
- Fine-Free Library *(goal: 2023)*

Literacy

- Establish formal Lifelong Learning \ Literacy Program
- Add and diversify student workshops
- Grow collections dedicated to learning languages

Tweens

- Add formal tween programming
- Joint programming between teen’s and children’s
- Customized tween programming by 2021

Children’s

- Total renovation of Children’s Room
- Improve sight lines in Children’s Department
- Create dedicated tween space



Foster Community Engagement & Connections

Veteran's Oral History Project

Integrate with Legacy of Service Photographs

Better promote and highlight the collection

Celebrate 25th Anniversary in 2023

NATICK VETERANS
ORAL HISTORY PROJECT

Showcase Community

Expand Oral History and Living Library Programming

Community helper story time

Community Participation

Host a Citizenship Ceremony on front lawn by 2023

Expand Food for Fines program

Continue support of programs like Dignity Matters

Staff involvement in Opioid Task Force

Volunteers

Analyze volunteer needs and opportunities

Recruit and retain Literacy volunteers

There were 5,575 hours of volunteer work in FY2018



Build Partnerships & Collaborations

Public Schools

Teen and Tween MakerLAB outreach program by 2020
Support school curricula with customized programs
(i.e.: Veteran's Breakfast)
Serve as a resource for teachers & instructors

Private Schools

Targeted outreach to Walnut Hill and Brandon School
Customized kits to support daycare teachers
Serve as a resource for teachers & instructors

Cultural Institutions

Nurture and ignite relationships with:
Historical Society
TCAN
Natick Center Associates
Natick Cultural District

Nonprofit Resources

Nurture relationships with:
Friends of the Morse Institute Library
Natick Service Council
Natick Senior Center

Businesses

Partner with SCORE to promote Small Business
Identify businesses whose missions align with the library
Seek partnerships with local business leaders



Expand Outreach & Communications

Bookmobile

- Add West Natick Train Station stop or kiosk
- Expand to serve more at risk populations
- Teen MakerLAB 'To Go'
- Purchase new Bookmobile
- Celebrate 70th Anniversary of Bookmobile in 2021

Diversity

- Offer bilingual story time
- Family and Intergenerational Programming
- Recurrent staff training

Modernize Communication

- Revisioned e-newsletter
- Create content that increases digital engagement
- MLN mobile app
- Grow engagement with our social platforms
- Offer a cohesive brand presentation



Lifetime Bookmobile Usage

6,113 stops

9,190 hours of operation

90,246 visitors



Promote Innovation & Creativity

Adult Programming

- Expand art & innovation workshops
- Program development in support of age 18+ interests
- After-hours programming

Teen \ Tween Programming

- MakerLAB & MakerLAB Lite
- Library-hosted Minecraft server
- Expand art programming
- Feature teen art on Teen Room electronic bulletin board

Children's Programming

- Tinker Lab program
- Increased story times and movies
- Develop more weekend and early evening programming
- Increased family focused programs

Nurture internal resources

- Staff encouraged to innovate & share ideas
- Continuing education opportunities
- Establish employee recognition opportunities



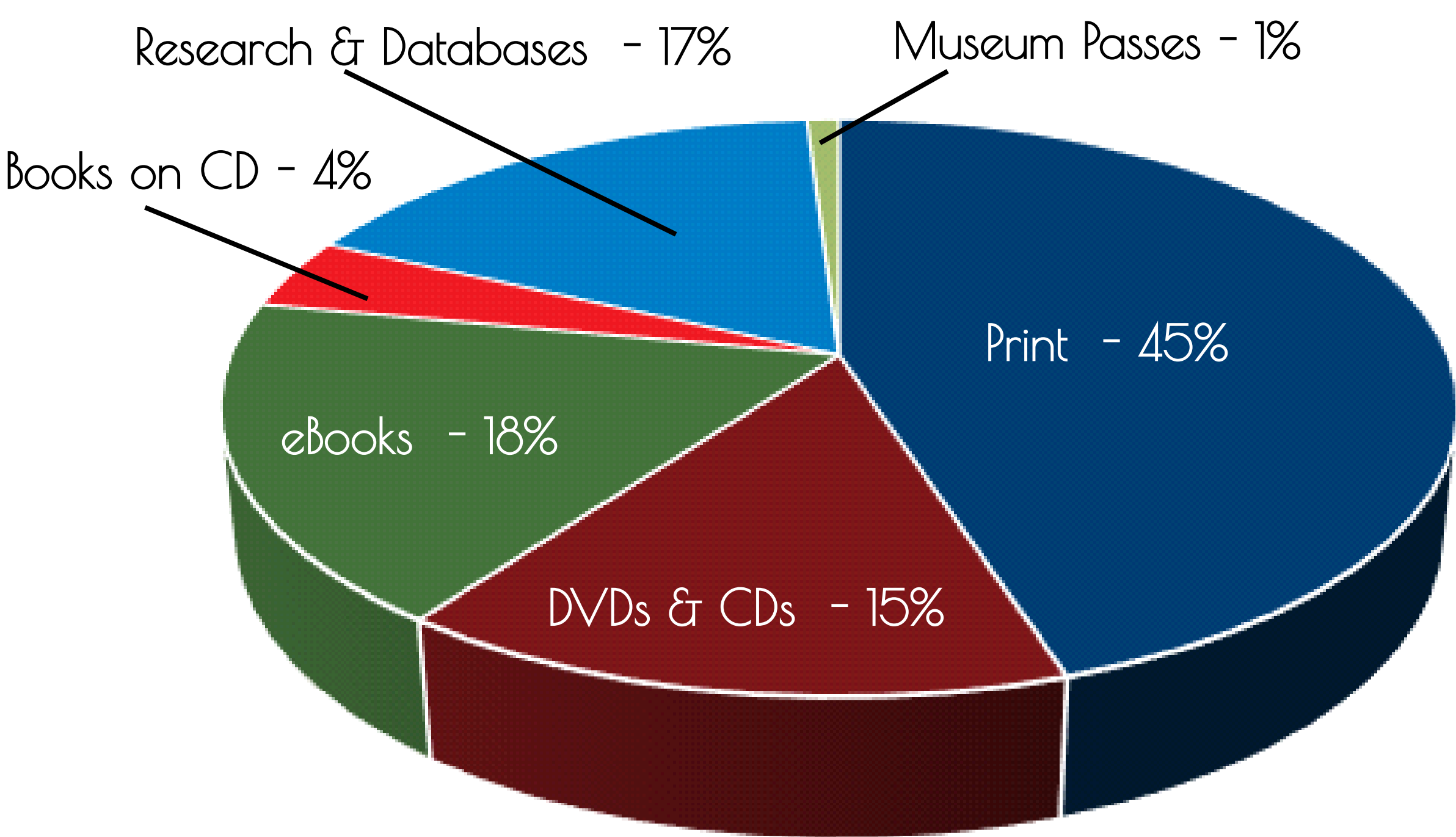
Quick Facts 2018

“Morse Library is one of the best! The people are wonderful and helpful. The hours are super...I love coming here!”



- 543,614 Uses of the collection (including physical and online)
- 481,113 Visits (in-person and online)
- 123,448 Wireless and internet workstation sessions
- 61,947 Questions answered by our knowledgeable staff
- 18,948 Natick cardholders
- 13,923 People attended 912 programs
- 47,975 eBooks borrowed by Natick residents

Materials Budget Breakdown FY2018



Town appropriated funds for library materials currently pays for 68.7% of the funds needed to meet state minimums.

(based on Massachusetts Board of Library Commissioners formula)

Did you know?

Literacy

42 Volunteers spent 3,836 hours working with 4,320 attendees of 396 programs

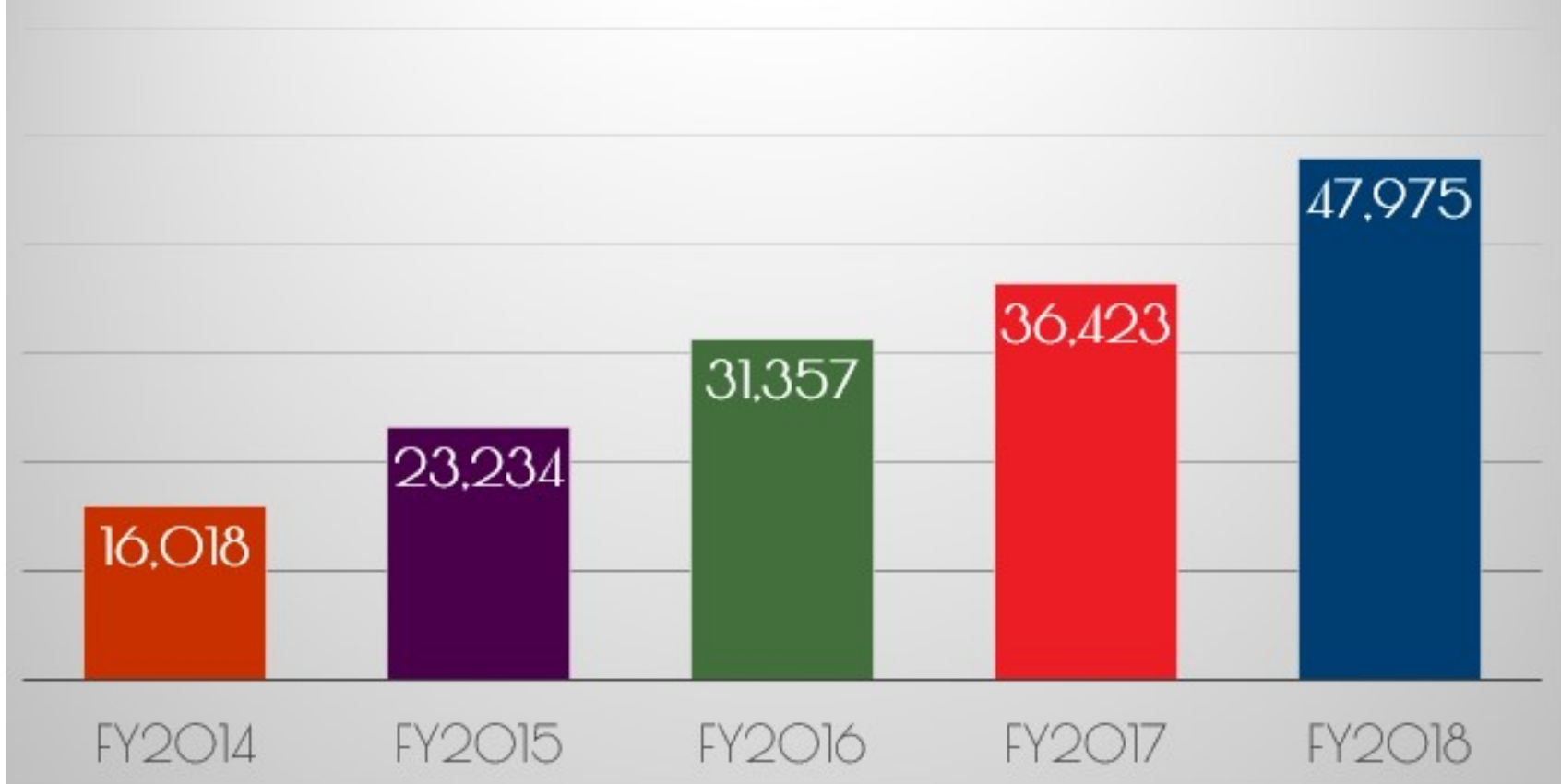
Food for Fines

The MIL waived fines in August for food donations
396 People supported 1,728 pounds of food collected

Bookmobile

519 hours open
4,220 patrons served

eBook Circulation



MORSE INSTITUTE
LIBRARY Natick's Community Library