
Community Communication - Increase community communication through advertising, planning, and collaborations.

Actions	Actions Update	Timeframe for Activity	By Whom
Create a marketing plan for the library.	Marketing Plan created summer 2023 to be used by staff to guide marketing efforts.	Completed Summer 2023	Library Director
Find new ways to communicate with the community about library programs and services through both print and digital mediums (local access, social media, schools, word of mouth, etc.).	Staff are continuously looking for new ways to communicate. Recently, more posts have been shared on social media to local community pages. The YA department has a weekly email in the works.	FY 2024-FY 2025	Library Director, YA Specialist, Coordinator of Children's Services
Collaborate with community partners for services and to advertise.	Advertising at the schools and at locations in town.	FY 2024-FY 2025	Library Director, YA Specialist, Coordinator of Children's Services

Programming

Goal 1: Experiment with varying times of day for programming.

Actions	Actions Update	Timeframe for Activity	By Whom
Expand the program offerings for adults to include more daytime program options and the program offerings for children to include evening and weekend programs.	Programs for adults have expanded into daytime hours with success. Children's has been offering evening storytimes and a Saturday storytime will be offered in early 2024.	FY 2024-FY 2025	Library Director & Coordinator of Children's Services
Program variety-experiment with offering more "social" programming such as board games, etc.	Offered a Board Game morning for adults and have also offered more craft programs for adults which promotes social time.	FY 2024-FY 2025	Library Director

Goal 2: Collaborate with Schools

Actions	Actions Update	Timeframe for Activity	By Whom
Collaborate with schools about after school programming.	Options are being explored. Children's has reached out to two kindergarten teachers about a library visit, but has not heard back.	FY 2024-FY 2025	YA Specialist & Coordinator of Children's Services

Goal 3: Teen Program Offerings

Actions	Actions Update	Timeframe for Activity	By Whom
Offer teen programs in more educational/career topics-potentially offer speakers or mentors from a career path of interest.	Looking into getting a college prep program and looking into SAT and ACT Prep viability.	FY 2024-FY 2025	YA Specialist
Continue to offer volunteer opportunities for teens.	The Teen Volunteer program is starting back up Fall 2023.	FY 2024-FY 2025	YA Specialist

Goal 4: Collaborate with Town Organizations

Actions	Actions Update	Timeframe for Activity	By Whom
Collaborate with more boards and organizations in town for program offerings.	Continuously collaborating with the Board of Health to offer a variety of programs. Collaborating with the Agricultural Commission to offer programs in 2024.	FY 2024-FY 2025	Library Director, YA Specialist & Coordinator of Children's Services

Goal 5: Outreach Programming

Actions	Actions Update	Timeframe for Activity	By Whom
Continue to look for ways to do outreach programming.	Offering an every other month "Pop Up Library" session at the Southwick Village.	FY 2024-FY 2025	Library Director, YA Specialist, Coordinator of Children's Services

Educational Services

Goal 1: Maintaining a Diverse Collection

Actions	Actions Update	Timeframe for Activity	By Whom
Continue to maintain a diverse collection and respond to patron needs/requests.	Staff strive to maintain a diverse collection and respond to patron inquiries as they come in.	FY 2024-FY 2025	Library Director, Young Adult Specialist, Coordinator of Children's Services
Promote the genealogy and local history services of the library.	Marketing materials have been created for the local history department including a finding aid to help direct patrons to resources depending on what they	FY 2024-FY 2025	Library Director & Reference

	are looking for. Ancestry classes will be offered in 2024.		
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Goal 2: Business/Job/Career Development

Actions	Actions Update	Timeframe for Activity	By Whom
Investigate ways to offer the library as a resource for business, job, and career development through programs or educational resources.	The library continues to subscribe to Brainfuse JobNow. The library participates in a virtual 50+ Job Seekers Networking Group that began in August and will run through December.	FY 2024-FY 2025	Library Director

Goal 3: Services to Homeschool Students

Actions	Actions Update	Timeframe for Activity	By Whom
Develop ways to assist homeschooling students and families.	Working on getting some materials and exploring other avenues to help. Children's has an upcoming meeting with Lakeshore to pilot new materials in our Home Education Kits,	FY 2024-FY 2025	Young Adult Specialist & Coordinator of Children's Services

Goal 4: Educational Services for Teens

Actions	Actions Update	Timeframe for Activity	By Whom
Develop ways to supplement what the schools are already doing to provide resources or programming on educational topics.	Programming is in the works.	FY 2024-FY 2025	Young Adult Specialist

Library Funding/Staffing

Goal 1: To explore different methods to supplement library funding.

Actions	Actions Update	Timeframe for Activity	By Whom
Keep aware of grants or other opportunities.	Library staff remain aware of grant opportunities and annually apply for cultural council grants as well as Shurtleff Children's Services and the Sarah Gillet Services for the Elderly Grants.	FY 2024-FY 2025	Young Adult Specialist & Coordinator of Children's Services

Goal 2: Communicate library needs with the town.

Actions	Actions Update	Timeframe for Activity	By Whom
Present the final strategic plan to the selectboard.	At the acceptance of the Strategic Plan by the MBLC, the plan was submitted and presented to the Selectboard in 2023.	Completed 2023	Library Director
Find ways to make the community aware of the library's funding needs.	Continue to market library services so the community is aware of what we offer, through weekly social media posts and e-blasts.	FY 2024-FY 2025	Young Adult Specialist & Coordinator of Children's Services & Library Director