

**Library Strategic Plan FY24-26**  
**FY25 Action Plan**

	Task Owner	Status	Notes
<b>Goal A: ESTABLISH THE LIBRARY AS A CENTER FOR LEARNING, ENRICHMENT, AND JOY</b>			
<b>Objective A.1: Improve access to our collections and programs.</b>			
<b>Strategy A.1.1: Develop access tools and services for identified areas of need in the community.</b>			
Reference staff will create at least two research pathfinders per year on topics such as citizenship, local transportation information, tax preparation, job seeking, etc.	SS		
Develop a menu of basic technology instruction offerings including one-on-one support and programmatic initiatives.	SS		
<b>Strategy A.1.2: Provide adult programming opportunities for lifelong learning, literacy, and cultural exploration.</b>			
Establish annual Sara Locke Redford Lecture program series.	MF		
Increase part time reference librarian position to full time to support adult programming.	AW		Carryover from FY24
<b>Strategy A.1.3: Improve the cataloging and classification of all collections across disparate media.</b>			
Weed nonfiction collections with goal of standardizing classification.	SS/CD		Carryover from FY24
Create a style guide for cataloging and classification with an eye to inclusivity.	SS/CD		
<b>Objective A.2: Foster interest in the history and culture of Amesbury.</b>			
<b>Strategy A.2.1: Increase awareness of and access to the Local History Collection</b>			
Apply for LSTA grant for archival arrangement and description.	MF		
<b>Strategy A.3.1: Expand our collaboration with area cultural heritage and history organizations.</b>			
<b>Objective A.3: Connect our community to learning opportunities with a robust assortment of technology tools.</b>			
<b>Strategy A.3.1: Provide modern technology that supports varying levels of technology literacy.</b>			
Establish a low-visibility public computer work station.	AW/SS		
<b>Strategy A.3.2: Improve the digital and IT infrastructure for the Local History Collection.</b>			
Launch Digital Library with minimum of 300 items.	MF		
<b>Objective A.4: Facilitate civic education and understanding.</b>			
<b>Strategy A.4.1: Collaborate with City Clerk's office and City Departments on municipal records management.</b>			
Reorganize the ready reference municipal records section.	SS		Carryover from FY24
Formal climate monitoring program for City records storage locations not at the library.	MF		
<b>Strategy A.4.2: Increase civic understanding through programming and outreach.</b>			
Host a program series that introduces municipal staff to the community and shares information about their job roles.	SS		
Head of Archives will research and present findings on website related to indigenous people and first nation communities.	MF		Carryover from FY24
<b>Goal B: INCREASE AWARENESS OF THE LIBRARY'S VALUE</b>			
<b>Objective B.1: Become a community hub for information.</b>			
<b>Strategy B.1.1: Create physical spaces that foster connection.</b>			

Grow the outdoor space with furniture and programming garden.	CD	Implementing	I would like to continue this. I don't think it's finished
Reestablish open mic poetry reading program.	SS		
<b>Strategy B.1.2: Expand use and variety of digital tools to share content.</b>			
Promote each database with at least one piece of collateral.	SS/CD		Carryover from FY24
Use social media to engage specific age groups including expanding use of platforms to TikTok	SS/CD		
Formalize marketing responsibilities into a staff person's role.	AW		
<b>Objective B.2: Recognize diverse voices in our feedback loops and seek out varied viewpoints.</b>			
<b>Strategy B.2.1: Embed diversity, equity, and inclusion in all we do.</b>			
Make accessible changes in the building.	AW/MF		
Fund at least one staff person learning Brazilian Portuguese.	AW		
<b>Strategy B.2.2: Provide developmentally appropriate programs and services for teens and tweens.</b>			
Develop 6-8th grade specific programs and services.	CD		
<b>Strategy B.2.3: Collaborate with communities that are underrepresented in the archives and Local History Collection to preserve, access, and share their histories.</b>			
<b>Objective B.3: Collaborate with community members and organizations to create programs that support the community's interests and needs.</b>			
<b>Strategy B.3.1: Collaborate with the Merrimack Valley Library Consortium (MVLIC) to implement inclusive and rigorous collection development efforts.</b>			
Purchase books in Portuguese for adult collections.	SS/CD		
Complete a diversity audit of all circulating collections.	SS/CD		
<b>Strategy B.3.2: Create welcoming and functional spaces in our building that accommodate informal gatherings.</b>			
Purchase new furniture to maximize space and create varied types of work and leisure spaces.	AW		
Evaluate interior lighting.	AW		
<b>Strategy B.3.3: Formalize outreach relationships with educators and community groups.</b>			
Create welcome packet for new card sign ups.	SS/CD	Complete	
Create avenues of improved communication with the High School through the Bulletin, signage, and Library staff	CD		
<b>Strategy B.3.4: Work with first responders and social services groups to provide compassionate intervention and social support programs and services</b>			
Promote the institutional card benefits to local organizations.	SS		Carryover from FY24
Offer programs for all age groups on topics pertinent to this community like suicide prevention, food scarcity, housing shortages, etc.	SS/CD		
<b>Goal C: INVEST IN OUR TEAM, WORKFLOWS, AND INFRASTRUCTURE</b>			
<b>Objective C.1: Strengthen culture of learning, collegiality, and service.</b>			
<b>Strategy C.1.1: Support staff at all career levels with training and mentoring.</b>			
Provide training to the staff about municipal government.	AW		
<b>Strategy C.1.2: Provide relevant staff development opportunities.</b>			
Continued education in customer service.	AW		

<b>Strategy C.1.3: Assess staffing levels and compensation packages for parity with peer libraries.</b>			
Identify ways to retain more mid-career professionals and adjust compensation package as appropriate.	AW		
<b>Strategy C.1.4: Draw on the community to build Library volunteer and internship programs.</b>			
Strengthen and formalize high school volunteer program.	CD		
<b>Objective C.2: Prioritize operational and financial sustainability.</b>			
<b>Strategy C.2.1: Develop a plan for applying for grant funding.</b>			
Identify grant opportunities applicable for cross department projects.	AW		
<b>Strategy C.2.2: Ensure policies and procedures align with our values.</b>			
Assess need for additional policies and write them.	AW		
<b>Goal D: ACTIVATE OUR COMMUNITY OF SUPPORT</b>			
<b>Objective D.1: Ensure the Board of Trustees has the tools and resources it needs to excel.</b>			
<b>Strategy D.1.1: Align Board activities with the Library's strategic goals.</b>			
Board of Trustees will work with the Library Staff on developing a Public Education Campaign about governance and finance.	AW		
<b>Strategy D.1.2: Provide opportunities for Trustees to apply their professional expertise to their Board roles.</b>			
Create an onboarding process for new members that is consistent.	AW		
Implement annual board composition review to ensure members are representative of the community and determine gaps in skill or representation.	AW		
<b>Objective D.2: Ensure the Friends of the Library group has the tools and resources it needs to support Library programs and initiatives.</b>			
<b>Strategy D.2.1: Clearly and consistently communicate Library goals and priorities to the Friends' Board.</b>			
Coordinate social media efforts and create procedures for cross promotion.	AW		
Assist friends in drafting annual strategic goals in support of library's LRP.	AW		
<b>Strategy D.2.2: Support the Friends' fundraising efforts.</b>			
Work with friends president and membership chair to set yearly membership goals.	AW		
Assist friends with in offering one fundraising or membership event.	AW		
<b>Objective D.3: Expand and strengthen the Library's charitable giving program.</b>			
<b>Strategy D.3.1: Cultivate relationships that will increase major gifts and bequests to the Library.</b>			
Set up informational meetings with regional charitable foundations.	MF		
<b>Strategy D.3.2: Promote the Amesbury Public Library Charitable Trust.</b>			
Update APLCT brochure and create any additional collateral needed.	MF		
<b>Goal E: ENSURE OUR BUILDING AND FACILITIES MEET OUR COMMUNITY'S NEEDS</b>			
<b>Objective E.1: Develop a holistic and sustainable approach to building management.</b>			
<b>Strategy E.1.1: Revitalize the building preservation program.</b>			
Expand temp/humidity monitoring to encompass each floor of the building.	MF		
Develop Emergency Response Plan in coordination with Emergency Responders.	AW/MF		
Update Long Range Preservation Plan.	MF		Carryover from FY24
<b>Strategy E.1.2: Develop a multi-year Building Master Plan emphasizing accessibility.</b>			
Work with contracted architectural firm on the Facilities Master Plan.	AW/MF		
<b>Strategy E.1.3: Improve signage and wayfinding throughout the facility.</b>			

**Objective E.2: Improve facilities management.**

**Strategy E.2.1: Expand staffing for facility and preservation projects.**

Seek funding for facilities position in operating budget.	AW		Carryover from FY24
---	----	--	---------------------

**Strategy E.2.2: Establish clear documentation and tracking tools to manage the facility and grounds effectively.**

Develop tracking tools and comprehensive documentation of building projects.	AW		
--	----	--	--