

GOAL 1: EXPAND LIBRARY PROGRAMS TO ENGAGE ALL AGES.

Objective: Develop a diverse range of programming that meets the needs of children, teens, working adults, and seniors.

STRATEGY	ACTION STEP	RESPONSIBLE PARTY	TASKS & STATUS
Strategy 1.1: Develop programming for youngest children, through elementary school age.	A. Recruit volunteers to assist with programming.	CR Committee	Community Led Programming Application
	B. Strengthen partnership with schools for elementary and preschool student outreach.	CR Committee	Fredericks has liaised with KIWANIS who may do one or more Farmers Market StoryTimes.
	C. Identify and develop specific programs and best times and days for programs.	Library Staff	Summer Reading Programs moved to 3:00 based on parent input.
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 1.2: Develop programming for middle and high school students.	A. Recruit volunteers to assist with programming.	CR Committee	
	B. Strengthen partnership with schools for middle and high school student outreach.	CR Committee	Committee has been interacting with teachers about Library tours and/or programs. Student Card Applications developed.
	C. Identify and develop specific programs and best times and days for programs.	Library Staff	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 1.3: Develop programming for adults, including seniors.	A. Recruit volunteers to assist with programming.	CR Committee	Community-Led Programming Volunteers/ Applications needed.
	B. Identify and develop specific programs and best times and days for programs.	Library Staff	2026 Summer Program has begun.
	C. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	

GOAL 2: ENHANCE MARKETING AND OUTREACH EFFORTS.

Objective: Increase community awareness and engagement with library services and events.

STRATEGY	ACTION STEP	RESPONSIBLE PARTY	TASKS & STATUS
Strategy 2.1: Develop a consistent social media strategy with regular updates and event promotions.	A. Recruit volunteers with specific skills to assist with strategy.	Library Staff	
	B. Review and improve website to further strategy efforts.	Library Staff	Murphy has added "Donate to the Library" forms on the Library website.
	C. Determine and implement appropriate social media vehicles.	Library Staff	The Library has an Instagram account. All staff now authors on Facebook.
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 2.2: Implement email newsletters and text notifications for event awareness.	A. Recruit volunteers with specific skills to assist with strategy.	Library Staff	
	B. Develop distribution lists for communication efforts.	CR Committee	
	C. Develop content and templates for communications.	CR Committee	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 2.3: Strengthen partnerships with local businesses, schools, and organizations to cross-promote programs.	A. Recruit volunteers with specific contacts to assist with strategy.	CR Committee	Committee sent letters to potential partners in the community.
	B. Identify key groups and organizations for strategy.	CR Committee	
	C. Begin outreach to key groups and organizations.	CR Committee	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 2.4: Review and strengthen fundraising efforts.	A. Review options for online fundraising efforts.	CR Committee	Zeffy account created for Friends of the Library 12/2025
	B. Review and conduct annual fundraising appeal.	Finance Committee	Fundraising Appeal went out 11/2025.
	C. Consider options to solicit larger donations such as testamentary bequests and major foundation grants.	Finance Committee	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	

GOAL 3: IMPROVE LIBRARY FACILITIES AND ACCESSIBILITY.

Objective: Create a more inviting, functional, and accessible space for the community.

STRATEGY	ACTION STEP	RESPONSIBLE PARTY	TASKS & STATUS
Strategy 3.1: Develop plan to improve overall physical flow of building.	A. Develop plan to reorganize lower level, including options for current undeveloped space on south end and relocation/restructuring of genealogy society space.	Building & Grounds Committee	Murphy met with Bryce Bintner (5/28/26) about the HS Building & Trades Class possibly working on the SE Basement rooms. Bryce will contact Mark Devilbiss to take a look at the crumbling masonry wall as well.
	B. Review main level for welcoming atmosphere and need for physical improvements, including replacement or removal of worn furniture.	Building & Grounds Committee	Staff are maintaining clear Circulation Desk. Displays will still be located in circulation area, but are not permanent.
	C. Review and develop interior signage to assist visitors to locate specific areas.	Building & Grounds Committee	Murphy and Ghormley working on this. Corrugated plastic acquired.
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 3.2: Maintain clean and organized interior spaces, reducing clutter.	A. Investigate reasons for excessive accumulation of materials inconsistent with space constraints.	Building & Grounds Committee	Programming Materials relocated to SW basement room. Organization still in progress.
	B. Identify appropriate places in building for storage of materials and places where materials should not be stored.	Building & Grounds Committee	Murphy relocated stockpile of shelving and ceiling tiles.
	C. Develop plan for removal of materials to reduce accumulation and to retain only most important materials in light of space constraints.	Building & Grounds Committee	Clean-up Day May 6, 2026 - another load gone
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	
Strategy 3.3: Enhance the outdoor space for reading and community use, including landscaping.	A. Recruit volunteers with specific skills to assist with strategy, including outreach to relevant high school classes.	Building & Grounds Committee	Blake has met with Isaac Hirschey to obtain bids for work. Flagpole will not be reinstalled. City Hall would like to see flagpole worked into garden plan.
	B. Develop options for design of outdoor space, including seating, wi-fi access, landscaping, functional structures, and accessibility.	Building & Grounds Committee	Pillsbury-Allen is sourcing benches.
	C. Review improvement needs for sidewalks, parking lot, and book drop, focusing on accessibility.	Building & Grounds Committee	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	Committee reviewed bids for tree removal and approved bid amount from CR Environmental.