

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	TARGET DATE
Strategy 1.1: Develop programming for youngest children, through elementary school age.	A. Recruit volunteers to assist with programming.	Community Relations Committee	Oct-25
	B. Strengthen partnership with schools for elementary and preschool student outreach.	Community Relations Committee	Mar-26
	C. Identify and develop specific programs and best times and days for programs.	Community Relations Committee	Mar-26
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed
Strategy 1.2: Develop programming for middle and high school students.	A. Recruit volunteers to assist with programming.	Community Relations Committee	Oct-25
	B. Strengthen partnership with schools for middle and high school student outreach.	Community Relations Committee	Mar-26
	C. Identify and develop specific programs and best times and days for programs.	Community Relations Committee	Mar-26
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed
Strategy 1.3: Develop programming for adults, including seniors.	A. Recruit volunteers to assist with programming.	Community Relations Committee	Oct-25
	B. Identify and develop specific programs and best times and days for programs.	Community Relations Committee	Mar-26
	C. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed

GOAL 2: ENHANCE MARKETING AND OUTREACH EFFORTS.

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

STRATEGY	ACTION STEP	RESPONSIBLE PARTY	TARGET DATE
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.	Community Relations Committee	Oct-25
	B. Review and improve website to further strategy efforts.	Community Relations Committee	Oct-25
	C. Determine and implement appropriate social media vehicles.	Community Relations Committee	Oct-25
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed
Strategy 2.2: Implement email newsletters and text notifications for event awareness.	A. Recruit volunteers with specific skills to assist with strategy.	Community Relations Committee	Oct-25
	B. Develop distribution lists for communication efforts.	Community Relations Committee	Dec-25
	C. Develop content and templates for communications.	Community Relations Committee	Mar-26
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed
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.	Community Relations Committee	Oct-25
	B. Identify key groups and organizations for strategy.	Community Relations Committee	Oct-25
	C. Begin outreach to key groups and organizations.	Community Relations Committee	Dec-25
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed
Strategy 2.4: Review and strengthen fundraising efforts.	A. Review options for online fundraising efforts.	Community Relations Committee	Oct-25
	B. Review and conduct annual fundraising appeal.	Finance Committee	Oct-25
	C. Consider options to solicit larger donations such as testamentary bequests and major foundation grants.	Finance Committee	Dec-25

GOAL 3: IMPROVE LIBRARY FACILITIES AND ACCESSIBILITY.

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

STRATEGY	ACTION STEP	RESPONSIBLE PARTY	TARGET DATE
<p>Strategy 3.1: Develop plan to improve overall physical flow of building.</p>	<p>A. Develop plan to reorganize lower level, including options for current undeveloped space on south end and relocation/restructuring of genealogy society space.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>B. Review main level for welcoming atmosphere and need for physical improvements, including replacement or removal of worn furniture.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>C. Review and develop interior signage to assist visitors to locate specific areas.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.</p>	<p>Finance Committee</p>	<p>As Needed</p>
<p>Strategy 3.2: Maintain clean and organized interior spaces, reducing clutter.</p>	<p>A. Investigate reasons for excessive accumulation of materials inconsistent with space constraints.</p>	<p>Building & Grounds Committee</p>	<p>Sep-25</p>
	<p>B. Identify appropriate places in building for storage of materials and places where materials should not be stored.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>C. Develop plan for removal of materials to reduce accumulation and to retain only most important materials in light of space constraints.</p>	<p>Building & Grounds Committee</p>	<p>Mar-26</p>
	<p>D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.</p>	<p>Finance Committee</p>	<p>As Needed</p>
<p>Strategy 3.3: Enhance the outdoor space for reading and community use, including landscaping.</p>	<p>A. Recruit volunteers with specific skills to assist with strategy, including outreach to relevant high school classes.</p>	<p>Building & Grounds Committee</p>	<p>Oct-25</p>
	<p>B. Develop options for design of outdoor space, including seating, wi-fi access, landscaping, functional structures, and accessibility.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>C. Review improvement needs for sidewalks, parking lot, and book drop, focusing on accessibility.</p>	<p>Building & Grounds Committee</p>	<p>Dec-25</p>
	<p>D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.</p>	<p>Finance Committee</p>	<p>As Needed</p>