

## 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	STATUS
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.	Library Staff	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	Committee has been interacting with teachers about Library tours and/or programs and options for students getting Library cards
	C. Identify and develop specific programs and best times and days for programs.	Library Staff	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.	Library Staff	Mar-26	Committee met with Library Staff to discuss Community-Led Programming
	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	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	Oct-25	
	B. Review and improve website to further strategy efforts.	Library Staff	Oct-25	Murphy has added "Donate to the Library" forms on the Library website.
	C. Determine and implement appropriate social media vehicles.	Library Staff	Oct-25	The Library has a new Instagram account .
	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.	Library Staff	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	Committee sent letters to potential partners in the community.
	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	Zeffy account created for Friends of the Library 12/2025
	B. Review and conduct annual fundraising appeal.	Finance Committee	Oct-25	Fundraising Appeal went out 11/2025.
	C. Consider options to solicit larger donations such as testamentary bequests and major foundation grants.	Finance Committee	Dec-25	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed	

**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	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	Dec-25	Committee solicited bids for repair/installation of walls in SW basement room.
	B. Review main level for welcoming atmosphere and need for physical improvements, including replacement or removal of worn furniture.	Building & Grounds Committee	Dec-25	Staff have removed the COVID barriers and removed tables from the south entryway. Displays will still be located in that area, but are not permanent.
	C. Review and develop interior signage to assist visitors to locate specific areas.	Building & Grounds Committee	Dec-25	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed	
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	Sep-25	Planned relocation of Programming Materials to SW basement room.
	B. Identify appropriate places in building for storage of materials and places where materials should not be stored.	Building & Grounds Committee	Dec-25	
	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	Mar-26	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed	
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	Oct-25	Sharp has reached out to HS instructors to coordinate student participation in the landscaping of the Young Reading Garden
	B. Develop options for design of outdoor space, including seating, wi-fi access, landscaping, functional structures, and accessibility.	Building & Grounds Committee	Dec-25	Pillsbury-Allen is sourcing benches.
	C. Review improvement needs for sidewalks, parking lot, and book drop, focusing on accessibility.	Building & Grounds Committee	Dec-25	
	D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.	Finance Committee	As Needed	