



St. Francis Public Library

STRATEGIC PLAN 2022 - 2025



MISSION STATEMENT:

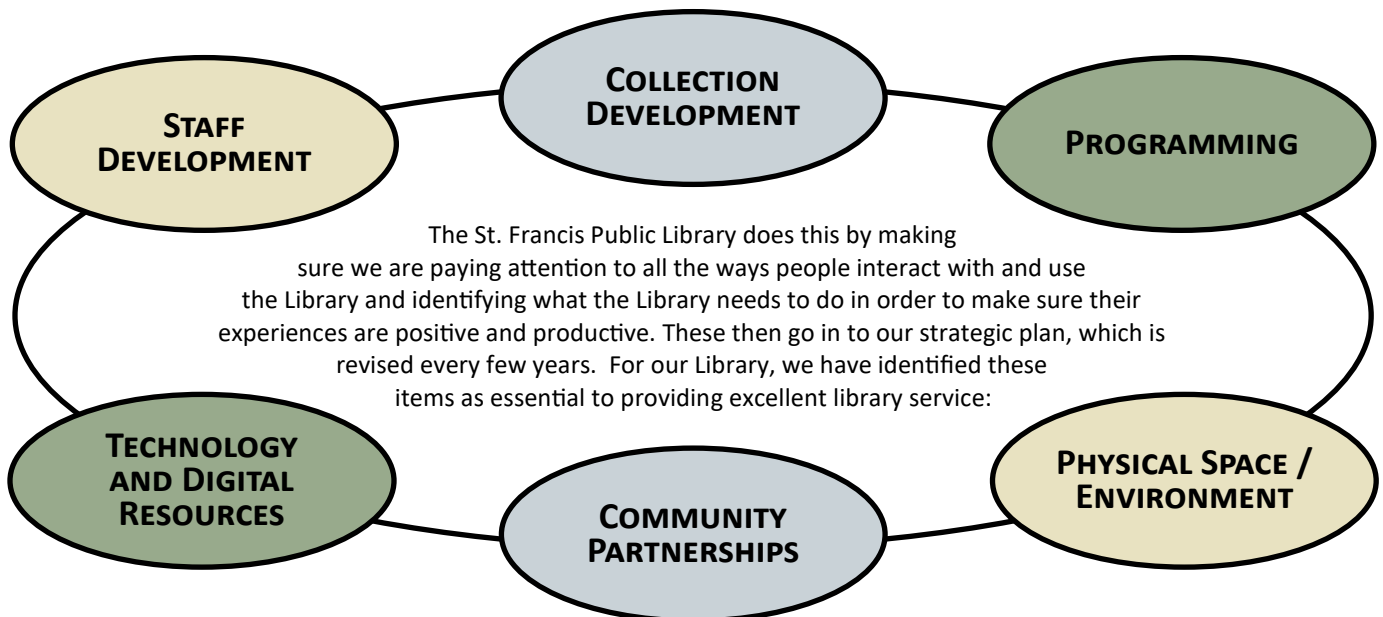
The mission of the St. Francis Public Library is to build community by bringing people, information, and ideas together in a welcoming environment.

What does a Library do?

While libraries have evolved a great deal over the last few decades, one thing that hasn't changed is that they still provide valuable services. Most public libraries provide these five basic things for their communities:

<p style="text-align: center;">1</p> <p style="text-align: center;">A CIRCULATING COLLECTION</p> <p>They provide a variety of books, movies, music, audiobooks, magazines and more to check out in physical and digital formats.</p>	<p style="text-align: center;">2</p> <p style="text-align: center;">PROGRAMMING</p> <p>They offer storytimes, book clubs, class visits, performers, lectures, activities, movies, and outreach for children, young adults, adults, and seniors.</p>	<p style="text-align: center;">3</p> <p style="text-align: center;">REFERENCE AND INFORMATION SERVICES</p> <p>They have professional staff able to answer reference questions, provide reading recommendations, offer technology assistance, and provide referrals to outside organizations.</p>	<p style="text-align: center;">4</p> <p style="text-align: center;">SPACES FOR THE COMMUNITY TO GATHER AND CONNECT WITH EACH OTHER</p> <p>Individual and group study spaces, collaborative work spaces, conference and meeting rooms, and places to read and relax.</p>	<p style="text-align: center;">5</p> <p style="text-align: center;">CONNECTING THE COMMUNITY WITH TECHNOLOGY AND RESOURCES</p> <p>Provide public computers, free wifi access, document scanning, photocopying, and fax service. Also provide access to online databases, online homework help, and online job search assistance and workforce development.</p>
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How does our Library do all this?



In our strategic plan, we organize our goals around these items. They reflect the "5 Things" but also include internal items, such as staff development, marketing, etc. They are interconnected - meaning that almost everything we do involves incorporating more than one of them. For example, offering a program may require a physical space, trained staff, community partnerships, technology, etc.

Each section of the strategic plan focuses one of these items and identifies goals to adapt or strengthen them as we continue to offer the "five things" we do to serve our community.



GOAL 1: COLLECTION

Maintain a relevant collection that meets the needs and interests of the community.

- Improve marketing of the collection.
- Perform a diversity audit/weed of all collections.
- Create/expand a special parent/teacher/homeschool collection.
- Add patron-friendly endcap signage and shelving labels.
- Add non-traditional collections, such as the dementia friendly caregiver kits.
- Expand the youth foreign language collection.
- Evaluate media circulation and reallocate funds, as appropriate.



GOAL 2: PROGRAMMING

Provide programming that engages all ages in the community in support of literacy and learning.

- Offer environmentally friendly programming – topics of interest as well as using eco-friendly supplies.
- Evaluate “new normal” programming and whether or not to continue offering these options.
- Programming for new parents and families.
- Inclusive programming, including cultural awareness and social justice programming.
- Senior programming, including intergenerational programming, more “passive programs”, and dementia friendly programming.



GOAL 3: ENVIRONMENT

Provide a welcoming and comforting space that meets the evolving needs of the users.

- Display the mission statement in the library.
- Perform an inclusive services review of the library spaces.
- Evaluate the floor plan/space usage in the YA space.
- Improve appearance/signage/access for bike storage to encourage usage.
- Provide a designated “stroller parking” area (indoors).
- Continue the painting projects in adult spaces/lobby.
- Add sound proofing, especially to study rooms



GOAL 4: COMMUNITY PARTNER

Be a partner in the community to provide new learning opportunities.

- Highlight and promote city businesses in programming and as vendors.
- Continue collaborating with City Hall to promote library services and programs, possibly adding additional display space.
- Host more frequent adult and student art displays.
- Create bilingual library pamphlets.
- Create “new baby” book bag program.
- Offer pop-up library services in the community.
- Offer online book clubs to reach patrons who can’t come to library.
- Source program providers from the community.
- Partner with the Historical Society on programming and displays.
- Partner with the South Shore libraries.
- Reach out to residents in the new housing developments.
- Work with the Friends group to develop best practices for fundraising and volunteers.



GOAL 5: STAFF DEVELOPMENT

Develop and support a team of library professionals that offers friendly and efficient service.

- Offer more technology instruction for staff, especially on library resources.
- Provide more cross-training opportunities.
- Provide access to more webinars and remote training.
- New staff position – consider options and needs for creating a new position.
- Retirement/transition planning, given possible multiple upcoming retirements.
- Staff safaris: visit other libraries to evaluate services/spaces/programs.



GOAL 6: TECHNOLOGY AND DIGITAL RESOURCES

Provide access to technology and digital resources along with opportunities to improve the level of digital literacy community-wide.

- Upgrade our payment system and combine credit card, cash, and check to one point of sale system.
- Create more video content for social media and website, including technology instruction.
- Maintain library website and keep it clean and user-friendly.
- Recruit student volunteers to help adults with technology.