

**EASTON PUBLIC LIBRARY
STRATEGIC PLAN 2021-2025**

TABLE OF CONTENTS

**Vision Statement
Mission Statement
Tagline**

**Collection
Programming
Technology
Community Collaboration
Publicity/Public Relations
Staffing
Operations/Access
Physical Space/Facilities
Policies
Friends of the Library
Board of Trustees**

VISION STATEMENT

To be the welcoming heart of our community, where all people can find a safe space to learn, discover, create, connect, and share ideas

MISSION STATEMENT

To advance literacy, foster creativity, and enhance lives by connecting people with the world of ideas and information, while remaining responsive to the community

TAGLINE

A Space For All

COLLECTION

Goal: To maintain a collection of print, media, and digital materials that is up-to-date, well-organized, and relevant to the community

Activities:

1. Respond to patron requests for specific materials or formats
2. Acquire materials that are high in popular demand and that address topics that are especially relevant to this unique community (e.g. farming, rural issues, etc.)
3. Acquire materials created by local residents
4. Remove materials from the collection that contain outdated or inaccurate information, or materials whose circulation activity is very low
5. Feature materials in timely and relevant displays
6. Reassess the physical arrangement of materials on a regular basis, in an effort to present the collection to patrons in the best way possible

PROGRAMMING

Goal: To present a wide variety of programs (both virtual and in person) to all ages of the population to fulfill their educational, cultural, and entertainment needs

Activities:

1. Respond to patron ideas and requests for specific types of programs
2. Continue to offer early literacy programs for young children that include music, movement, stories, crafts, and other manipulative activities
3. Offer programs for school-age children that support and enhance their school curriculum
4. Offer groups for teens and tweens in which they are encouraged to give input regarding Library materials and programs
5. Offer STEM and STEAM programs in the Innovation Space
6. Add to the Innovation Space's resources on a regular basis
7. Support high school students and their study habits by offering Exam Study Nights
8. Develop a series of programming for "new adults" (people in their 20s)
9. Offer a carefully selected variety of adult programs that are relevant to the community
10. Host a yearly One Book/One Town Community Read event every winter, and reach out to other Town partners for help with promotion
11. Engage the community by offering remote, hands-on activities (e.g. grab-and-go crafts, cards for seniors, etc.)

TECHNOLOGY

Goal: To provide reliable, secure, and current technology access to the community

Activities:

1. Replace 4-5 computers per year as budget allows
2. Add to the Innovation Space's technology on a regular basis
3. Invest in new technologies for the collection (e.g. Playaways, Launchpads)
4. Keep current with computer software and security
5. Provide technology instruction and support, through both one-on-one and group settings

COMMUNITY COLLABORATION

Goal: To engage in community outreach which strengthens relationships with other Town stakeholders, and to collaborate with other Town organizations and departments in an effort to pool resources and eliminate duplication of efforts

Activities:

1. Keep in close communication with schools regarding curriculum support, supplementary online resources, the Summer Reading program, and other opportunities for partnerships
2. Partner with Park & Recreation Department and Easton Community Center to co-sponsor programs
3. Continue to work with the Easton Arts Council to house their art exhibits and provide a venue for their events, including the Annual Classic Film Series
4. Partner with the Easton Senior Center and the Municipal Agent for the Aging to promote and deliver Library resources and services to the senior population
5. Partner with the Easton Garden Club to maintain the Library's Pollinator Garden and promote the Pollinator Pathways Program
5. Provide volunteering opportunities for the Easton-Redding chapter of National Charity League and for teens who need to earn Community Service hours
6. Offer opportunities for Girl Scouts and Boy Scouts to earn badges through participating in Library programs and activities

PUBLICITY/PUBLIC RELATIONS

Goal: To utilize all possible channels to market the Library's collection, programs, and services

Activities:

1. Continually reassess Library website for aesthetics, ease of use, and presentation of information
2. Submit weekly articles to be published in the online Easton Courier and Hello Easton regarding Library news and events
3. Submit upcoming Library programs to the Easton Courier and Easton Neighbors
4. Continue to publish (in both print and digital forms) a quarterly newsletter, which includes information on the collection, programs, events, collaborations, fundraising, staff news, and other Library-related information
5. Continue to send out weekly or bi-weekly email blasts, targeted to different age groups, informing patrons of upcoming programs
6. Submit special programs to the Connecticut Post's weekend programming section
7. Send out welcome packages to new Easton residents
8. Seek permission to set up an Information Table at Town events
9. Create and post videos on a regular basis, highlighting our collection, services, and programs
10. Post events to Facebook and Instagram 5-7 times per week
11. Look into posting promotional videos on Channel 79

STAFFING

Goal: To ensure a well-trained, knowledgeable, responsive, and friendly Library staff

Activities:

1. Hold an annual Staff Development Day in late August that includes informational speakers, team-building activities, and opportunities for staff input and feedback
2. Encourage staff members to take advantage of training, webinars, workshops, conferences, and other opportunities for professional development
3. Set up staff training regarding Easton history and other Town departments' services
4. Meet with each staff member twice a year for an informal chat, to discuss progress, goals, and concerns
5. Launch a "Caught Doing Something Good" program, in which all staff members are encouraged to submit examples of co-workers doing a great job or performing an act of kindness
6. Analyze and update current job descriptions

7. Explore the possibility of a shared IT position with other Town departments

OPERATIONS/ACCESS

Goal: To ensure that all of the Library's processes and procedures are as efficient as possible, while always keeping in mind the Library's mission of servicing the community

Activities:

1. Continually analyze and reassess Library processes and procedures
2. Attempt to obtain funding to increase weekend hours
3. Move from a temporary fine-free status to a permanent one

PHYSICAL SPACE/FACILITIES

Goal: To ensure a clean, safe, welcoming, aesthetically pleasing, and well-organized space in which patrons can easily navigate the space and find what they are looking for

Activities:

1. Conduct a building audit in regard to ADA requirements
2. Continually reassess the arrangement of Library materials
3. Revisit the Children's Expansion Project with the goal of altering the plan or embarking on the original construction project
4. Explore funding options for the construction of private study rooms

POLICIES

Goal: To ensure that all Library policies are brought up to date

Activities:

1. Analyze and update each policy
2. Conduct a staff training session regarding the newly updated policies

FRIENDS OF THE LIBRARY

Goal: To recruit and provide support to a new group of active Friends members, in an effort to revive the organization and rebuild its funds

Activities:

1. Recruit individuals who have an interest in becoming involved in this organization.
2. Arrange opportunities for the group to meet, exchange ideas, and assign roles and duties
3. Facilitate a transfer of information from the outgoing Friends officers to the new members
4. Provide advice, support, and ideas to the group as needed
5. Attend the Friends meetings
6. Assist the Friends with promotion
7. Host a “mixer” event with Board members and Library Staff
8. Appoint a Friends member as a liaison to the Library Board of Trustees

BOARD OF TRUSTEES

Goal: To maximize the strength, knowledge, and collaboration of the Library Board of Trustees

Activities:

1. Create a formal orientation process for new Board members
2. Provide regular opportunities for Board members to learn about the Library’s collection, programs, and services
3. Host a “mixer” event with Friends of the Library members and Library staff
4. Appoint a Board member as a liaison to the Friends of the Library

Adopted by the Easton Public Library Board of Trustees on February 1, 2021

