

Duxbury Free Library Strategic Plan Fiscal Years 2018-2022

This plan is intended to provide a strategic blueprint for service assessment and development at the Duxbury Free library for five years beginning in July 2017. Based on high overall usage statistics of library services and collections, a dynamic Friends of the Library organization, input from patrons, volunteers and citizens, it is clear that the citizens of Duxbury have high expectations from their public library. Citizens are very vocal and active. They make purchase suggestions and attend meetings. They want access to a variety of library materials and services that include but are not limited to print books, e-books, downloadable and streamable books, movies, and music, up-to-date reference databases, online language learning, story times for children, young adult programs, author visits and educational lectures. Previous long range planning has determined that citizens expect cultural, educational, literary and recreational activities available for all ages.

The plan also provides a clear guide for the Director and her staff, the Library Trustees, and all associated groups including the Friends of the Library to focus their attention and efforts on the topics and goals emphasized for FY2018-2022. It provides clear direction for policy setting, budget development and program and service planning. It meets the Massachusetts Board of Library Commissioners requirement to maintain a current plan that addresses community needs and it allows the library to effectively focus its resources to meet those needs.

Description of Methodology

In March 2016, Library Consultant and Trainer Deb Hoadley was hired to work with library staff at three committee meetings, one all staff meeting, and to facilitate a Strategic Planning Survey and provide analysis of the survey results. In April 2016, Carol Jankowski and Denise Garvin met to discuss the composition of the committee. Participants were selected from various community constituencies including trustees, staff, active library users, and a high school student.

Committee members were:

Christina Farup, Friends of the Library Board member
Carol Jankowski, Library Director
Denise Garvin, Division Head
Larissa Farrell, Librarian
Elizabeth Nollner, Library Associate
Karen O'Brien, Library Trustee
John Tuffy, Library INC. Board
Lietra Fitzsimons, Friend of the Library
Ted Flynn, Town Selectman
Joe Grady, Conservation Department
Sarah Weiman, Community Member
Kate Brewer, Community Member
John Lee, Community Member

Christina Mitchell, Community Member
Mona Haydar, Community Member
Alex Meyer, Student Representative

An initial meeting of the committee was held on June 2 to present an overview of the strategic planning process and to perform a S.O.A.R. (Strengths, Opportunities, Aspirations, Results) exercise. On June 14 the committee gathered again to take the next step in the process: the community vision exercise. Three priorities emerged:

- Access to programs and recreation for everyone
- Reach out to all
- Moving toward car-less or limited driving.

On June 20, Deb Hoadley facilitated an all-staff meeting and two common themes between the Community Strategic Planning Committee and the Library staff emerged. The first was the need to celebrate and accept individuality among the members of the community; the second was the desire to have a healthy and happy community, living a balanced life.

A Planning Survey was posted online and made available in print on July 11th and was available to the community until August 5th. While useful information was gathered there were no big surprises in what the community had to say: they want a better website, more downloadable content, expanded hours, “cutting edge” technology, and more programming for Young Adults. The Library received a 90% or higher satisfaction rating for current library services, however there are opportunities to expand our audience and our services with both new community members and the 20 – 30 age-range group.

While all of the survey results were carefully studied and analyzed, the open responses to the two questions below that gave us additional significant insight into what the community wanted from the Library and helped us develop goals and objectives.

The top three responses to the question “The Library has put together a ... committee to prioritize what the library should focus on in the next five years...” were:

- Support free life-long learning opportunities for all ages
- Be a champion for reading at all ages
- Foster sense of community through expanded partnerships and program

Write in responses for this question fell into three categories:

- Foster sense of community that related to learning and reading
- Source of knowledge
- Technology

When asked “What would you like to be able to learn or do that the library could help you with” responses included:

*Research	*Technology	*Communication & Promotion
*Learn	*Seniors	*Partnerships
*Life skills (adulting)		*Financial Planning

*Foreign language
*Programs (very important)

*Volunteers/Speakers

The final meeting of the Strategic Planning Committee was on August 25th. Using input from the previous committee meetings, the all-staff meeting, and the community survey, concepts for the Mission and Vision Statements arose. From there, a sub-committee consisting of Carol Jankowski, Denise Garvin, Larissa Farrell, Elizabeth Nollner, Christina Farup, Cristin Mitchell, and Lietra Fitzsimons met to write the Vision and Mission Statements using these concepts. These statements were presented to the Library Board of Trustees, who voiced their support and endorsed the following:

Vision Statement

The library will be a dynamic center dedicated to innovation, interaction, and inclusion. We will provide unique experiences and opportunities for growth and personal fulfillment. Through relevant social discourse and content creation, we will connect with the global community.

Mission Statement

The Duxbury Free Library serves as a community space for everyone to explore, learn, create, connect, enjoy, and expand horizons. It champions reading and informational literacy. The library is an inclusive learning environment and offers free physical and digital materials, technology, and cultural programming.

Topics and Goals

The following emerging five topics and goals form the framework for the 2018-2022 Strategic Plan. The Library held an all-staff brainstorming session in December 2016 and objectives and activities were suggested which have been incorporated in to the attached five year action plan.

TOPIC: Digital Branch/Physical Branch

GOAL: The Library's digital and physical branches will be appealing, interactive, and will inspire increased use.

TOPIC: Traditional Information Literacy

GOAL: The Library will provide opportunities to explore, discover, and evaluate a variety of information sources.

TOPIC: Marketing

GOAL: The Library will endeavor to make every resident aware of its resources, programs, and services.

TOPIC: Technology Assistance

GOAL: The Library will assess emerging personally accessible technology, and will provide experiential and educational opportunities for the community.

TOPIC: Programs and Collections

GOAL: The Library will provide unique educational experiences and opportunities for growth and personal fulfillment.