



## **New Strategic Plan 2025-2030** **Goodall Memorial Library**

*Last updated November 2024 by the Strategic Planning Committee*

### **Mission:**

*Our mission is to enrich the minds of our community by providing a safe and inspiring environment to broaden horizons, seek and gain knowledge, and create meaningful connections.*

### **Goals:**

***Goal 1: Community Engagement – Build awareness and visibility of its resources and offerings, and increase recognition of the Library as an essential community service and gathering place.***

***Objective 1) To continually assess and meet the needs of our City and be consistent with the City's Comprehensive Plan***

- Conduct topic specific surveys and general surveys at various events and functions including in-library surveys as well as surveys offered digitally on our website and social media.
- Conduct city-wide surveys every 3 years to assess community needs
- Attend the City's Comprehensive Planning meetings to stay current on the community's needs.
- Attend additional important City of Sanford meetings such as relevant City Council meetings and Finance Committee meetings to advocate for the library's patrons, staff, and budget.
- Analyze statistical data pertaining to Goodall Library and comparable surrounding libraries at least once per year to find areas of strengths and areas where gaps need to be addressed.

***Objective 2) Increase library usage***

- Promote more programs and services to young adults (new YA room/reading garden volunteers)
- Target services for homeschool families - build a homeschool library and add extra programs
- Target services for patrons with disabilities - homebound delivery, braille books, ADA spaces

***Objective 3): Seek out alternate methods to advertise the library's programs and services***

- Start a monthly newsletter with library updates and distribute via email, social media, and print
- Update the library's website to meet 21st-century standards and reflect the new library space
- Participate in more community event outreach like attending the Farmer's Market
- Plan, advertise, and host an incredible grand opening at the new library for good publicity

**Goal 2: To maintain the physical facility and grounds in order to make the library a comfortable, pleasant and safe environment for the community.**

**Objective 1) To make necessary repairs to preserve the historic 1937 section of the building (repairs that were not able to be completed in the renovation project such as the major roof repairs)**

- Seek and apply for relevant grants to assist with funding repairs to the historic section.
- Seek more assistance (both financial and task-oriented) from the City of Sanford in maintaining the building which they own, and which we already put \$3.9 million of renovations into.

**Objective 2): Create a Disaster Plan to officially have on file for the new building**

- Seek assistance from the Maine State Library (and trained librarians on staff) to draft a plan.
- Look at other area libraries' disaster plans for reference.
- Work with Code Enforcement, Fire Marshall, Police, etc. to ensure plan follows protocols.

**Goal 3: Develop and deliver exceptional services that are efficient and effective, in a user-friendly environment.**

**Objective 1): Increase programming services for all ages**

- Hire a Programming and Outreach Librarian to actively lead programming for children, adults, and teens - as well as to promote programs through marketing/PR/social media, news outlets, and community partnerships.
- Introduce evening story times at least once per month (more often, if the public desires)
- Look into streaming service options for patrons that coincide with the library's budget and collection development/technology policies.
- Increase offerings of STEAM programming for children.

**Goal 4: The Library will employ customer-centered and knowledgeable staff in a user-friendly environment.**

**Objective 1): Provide training and professional development opportunities for the staff**

- Ensure that all staff are aware of the informational and training resources offered through the Maine State Library and through email posts from MELIBS.
- Re-institute monthly staff meetings and provide opportunities for staff to learn from each other.
- Schedule staff in-service days when needed throughout the year for whole-staff training.
- Continue to make staff aware of state sponsored seminars, workshops and conferences and encourage attendance of those that pertain to his or her job responsibilities and for job growth development. Be sure at least one staff member attends the MLA Conference each year.

**Objective 2): Evaluate staff to celebrate their knowledge/contributions and find areas to grow**

- The Director (or General Manager) shall conduct annual reviews of employee performance.
- Yearly COLA raises and merit-based raises will be considered and provided when possible.
- Staff shall be given opportunities to train in other departments when desired/when possible.
- All staff job descriptions will be updated to reflect current library practices (this will help to streamline the hiring process when those jobs become vacant over the years as well).

**Goal 5: *Seek financial opportunities which will allow the library to grow and provide excellent levels of service.***

**Objective 1): *Research the effectiveness of creating an Annual Appeal campaign for donations.***

**Objective 2): *Make better use of available grants***

- Ask the City of Sanford grant writer for assistance.
- Seek a Library Director with successful grant writing experience.
- Ask the Maine State Library representatives for assistance and stay up to date on grant updates they provide through the ME-LIBS email List-Serv.

**Goal 6: *The Board of Trustees shall develop a system for annual duties in order to become more effective in meeting the needs of the library, its staff and its members.***

**Objective 1): *Streamline Board policies, protocols, and meeting agendas***

- Review library policies each year (a minimum of 3)
- Actively seek out new board members (develop a consistent interview process/criteria)
- Perform an annual evaluation of the Library Director
- Review the Strategic Plan every 6 months
- Review and evaluate all current sub-committees; develop specific duties for each and seek out candidates to join and lead those sub-committees

**Objective 2): *Ensure the Board stays up to date on current best practices for library management***

- Review annually the Maine Public Library Standards
- Review annually the Goodall Board of Trustees bylaws and update as needed
- Develop a schedule for regular Board Training and be sure to re-cap at monthly meetings

**Goal 7: *The Library will strive to keep abreast of new technologies as it pertains to offering effective service and enhance public access to technology and information***

**Objective 1): *Update public access computers and other devices***

- Research computer hardware options (desktops & laptops) for adults and children's uses
- Research the best user-friendly operating systems
- Integrate new, current technology for patrons in the newly renovated library building (use the Literacy Volunteers' technology grant from 2024)
- Identify funding sources for continued upgrades

**Objectives 2): *Update staff computers and other devices***

- Research the best user-friendly operating systems for staff use
- Utilize the Technology Wiki created by library staff member Bob Morss
- Ensure all staff devices work well with the library's Operating System and public devices
- Provide staff training on all computers and other devices as they are updated

**Objective 3): *Enhance technology based programming***

- Utilize the Literacy Volunteers' technology grant from 2024 to provide new programs
- Seek volunteers from SHS/SRTC to assist with technology drop-in help ("Tech Tuesdays")
- Seek opportunities for more online learning/programs for patrons that can be available on public devices and/or be accessed by patrons from home