

Preston Public Library Strategic Plan

Vision:

The Preston Public Library will be a gathering place where all are welcome to pursue their interests, expand their ideas, learn new skills, interact with other members of the community and enhance their quality of life.

Mission:

The Preston Public Library serves the informational, educational, cultural and recreational needs of all members of the Preston community by providing access to professional staff, a modern facility and quality materials, programs and services.

Goal 1: Library Facility

Actions		Completion Date
1	To help identify how the Library space could be better utilized Library Board of Trustees members will visit local libraries.	July 2019
2	Together with the Town Building Inspector and Town Fire Marshall, changes to floor plan will be developed. <ul style="list-style-type: none"> • <i>Board members met with Kathy on Sept 5, 2019</i> • <i>Floor plans located and given to Kathy Nov 2019</i> 	
3	A cleanup schedule will continue to include all areas of the Library.	In progress
4	A maintenance schedule will be created with the Town to ensure Library repair issues get identified and repaired. <ul style="list-style-type: none"> • <i>Was this done with Bob Congdon? Does this need to be updated with Sandra?</i> 	
5	Cost effective ways to brighten the Library will be identified, necessary cost estimates will be collected, funding sources identified, and a plan will be put into effect.	

Goal Area 2: Adult Reading

Actions		Completion Date
1	An analysis of circulation data will be completed to identify if non-circulating books and media can be removed from the collection.	In progress
2	A system to collect input from Library patrons will be developed to ensure the Library orders books and media patrons want.	
3	The process of how books are “weeded” will be evaluated and a “weeding” schedule will be developed and implemented.	In progress
4	Ways to improve communication with patrons about the availability of e-books will be identified and implemented.	
5	The process of utilizing interlibrary loan will be reviewed to identify ways it can be improved, in addition to making patrons more aware of this service.	

Goal Area 3: Children’s Collection and Programming

Actions		Completion Date
1	Reinstate morning children’s programming. New programs scheduled throughout the school year including on weekday evenings will be scheduled.	
2	Field trips to the Library and summer reading kick-off celebrations will be re-instated.	
3	The Library and school staff will work together to help more families and students obtain library cards.	

Goal Area 4: Young Adult Collection and Programming

Actions		Completion Date
1	The Library will identify programming that would interest pre-teens and teens such as coding, gaming, babysitting, financial literacy, or summer reading movie nights and be scheduled during midweek evenings.	
2	Shelving young adult books by 10 NFA genre categories will be evaluated to determine if it could increase the usage of the young adult collection of the Library.	
3	The Library Board of Trustees will discuss adding a middle and/or high school student nonvoting representative to the Board to provide ideas and input on increasing young adult attendance and if it is determined to have a representative, identify ways to recruit a representative and implement.	

Goal Area 5: Adult Programming

Actions		Completion Date
1	New programming topics will be identified in various ways including patron feedback. Library staff will work with members of the Friends of the Preston Library in identifying potential presenters and scheduling them to present at the Library.	
2	Ways to organize space will be explored including the addition of moveable furniture, white board(s), and technology to ensure the space(s) could be used for multiple purposes and by more people.	In progress

Goal Area 6: Staff Service and Support

Action		Completion Date
1	Staff orientation and training protocols will be reviewed, modified, and implemented to help increase the quality of service and support to all Library patrons.	

Goal Area 7: Library Website, Social Media, and Marketing

Actions		Completion Date
1	An analysis of other public Library’s websites will be conducted and utilized to improve the usability of the Preston Public Library webpage. <i>Current role of Library “web master”</i>	

	<i>Analysis of PPL current webpage and other local Library webpages to identify strengths, weaknesses esp in areas of usability and types of information posted.</i>	
2	Social media platforms commonly used with all age groups will be created and utilized to communicate upcoming programming and events.	
3	Patron permission to collect and use email addresses for Library communications will be established to create an electronic mailing list to share Library information and/or programming.	May 2019

Goal Area 8: Community Outreach

Actions		Completion Date
1	Additional ways to better serve patrons and community groups will be identified.	In progress
2	Library space, resources, and programming will better reflect the needs of patrons and community groups.	In progress
3	The current system of recruiting and utilizing community volunteers will be reviewed and updated to encourage more residents to get involved and offer their various forms of expertise and time.	
4	The Library will provide a dedicated space for the Preston Historical Society and collaborate with Historical Society members in the management of Historical Society resources and programming ideas.	

Goal Area 9: Library Hours

Actions		Completion Date
1	Data on Preston Public Library attendance will be collected and analyzed. In addition, a comparison of Preston Public Library current hours to those of other area libraries will be conducted. The Preston Public Library will determine the most ideal hours of operation for patrons while being fiscally responsible.	

Goal Area 10: Funding

Actions		Completion Date
1	A long term plan including the estimated costs of different steps of the plan will be created.	
2	<p>Funding sources such as grants will be identified. The Board of Trustees will meet with Town officials to identify these sources. The Preston Library Board of Trustees and Library Staff will work to identify such financial resources.</p> <ul style="list-style-type: none"> • <i>Jewett City Saving Bank grant submitted in August for Krayon Kiosk funding. Received \$1000</i> • <i>Lowe's, Lisbon donated 6 gallons white paint. Received.</i> • <i>Preston Community Fund managed by Community Foundation of Eastern CT. Did not receive funding for fold up tables.</i> • <i>Alison Woods of Community Foundation of Eastern CT suggests creating Annual Giving Fund to raise money. Will come to a Board meeting to discuss how.</i> • <i>Dime Bank Foundation grant for children's dept materials and Launchpads. Received \$1693.</i> • <i>Griswold 6k proposal deadline Feb 1</i> 	In progress

	<ul style="list-style-type: none"> • <i>Chelsea Groton Bank proposal deadline mid April \$5000 max</i> 	
3	A Trustee will register for a grant writing class to further this effort.	Completed

Goal Area 11: Board/Staff Collaboration

Actions		Completion Date
1	Ways to increase collaboration between Board and staff members will be implemented such as the creation of a shared email group, bulletin board in back office, and a staff suggestion box.	
2	Additional in person collaboration between Board and staff members will be implemented such as informal gatherings during Library hours one to two times a year, adding a rotating paid staff representative to monthly Board meetings in addition to the Director, and a Board member or members attend Library staff meetings.	