



**Preston
Public Library**
A place to grow since 1898

Strategic Plan

2023 - 2026

Our Mission:

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.

Our Vision:

To be the community center for the town of Preston, enriching the lives of patrons through engagement, growth, and learning opportunities.

Our Values:

- We welcome everyone.
- We promote growth.
- We build community.

Our Future

The Preston Public Library has been serving the Town of Preston since 1898. For 125 years, we have been providing the community with our collection, programs, and services to fulfill our mission of being 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.

In recent years, the Library has experienced unprecedented growth: circulation has jumped over 61 percent; the number of visits to the Library have doubled; new programs and services have been offered on a regular basis to meet the ever-changing demands of our community. And the facilities are being redesigned to accommodate people of all abilities, ages, and needs.

We are committed to sustaining this growth in order to secure the future of the Library as a community center for our town. This document is a blueprint for this goal: it presents a plan that positions the Library as a dynamic source of growth for the Town of Preston and the local community as we journey forward in the future.

The Preston Public Library will be:

A Welcoming Destination

People of all ages and abilities will value the library as a source of exceptional experiences.

Actions:

- Create an accessible, flexible facility that makes the Library an attractive and functional space that meets the needs of patrons of all ages and abilities.
- Delivery high standards of customer service at all times.
- Provide high-interest materials and programs in the Library, in the virtual world, and out in the community.
- Work on capital improvements in partnership with the Town of Preston.

Measures of Success:

- Complete the addition of flexible shelving.
- Increase in circulation figures, Library card numbers, patron visits, and website visits.
- Completion of targeted capital projects as identified by the Library and the Town of Preston.

A Proactive Partner of the Community

The Library will actively work with partners to address common community goals and issues.

Actions:

- Engage in new methods of connecting with Community Partners and patrons on a regular basis to seek feedback and promote the library.
- Work with Community Partners to provide materials and services to meet the needs and address concerns of patrons.
- Provide access to services, technology, and tools to promote learning and community engagement.

Measures of Success:

- Establish a database of community contacts through multiple contact tools.
- Introduction of new high-interest services and materials.
- Initiate options for patron feedback.

An Investment in the Community

Members of the community will invest in the Library through advocacy and support.

Actions:

- Emphasize return on investment for the community.
- Identify and grow supplemental revenue sources.
- Cultivate strategic partnerships for sustainable growth.
- Advocate for support of the Library in the community.
- Promote library materials and services as a critical factor in community growth.

Measures of Success:

- Provide information and tools for taxpayers to discover cost-effectiveness of the Library and its services.
- Develop measures that foster operational efficiencies. (Procedures, staffing)
- Secure funding from donors, fundraising efforts, and grants for Library materials and services.
- Increase revenue from partnerships with strategic stakeholders.