



Peterborough Town Library

2 Concord Street, Peterborough, NH 03458-1511 ■ (603) 924-8040 ■ PeterboroughTownLibrary.org

Peterborough Town Library Strategic Plan 2017-2019

Our Vision for Peterborough

Our vision is to support a community where all people are encouraged to explore new ideas, contribute to the community, and have opportunities for success, growth, and joy.

Mission:

The Peterborough Town Library champions literacy and encourages life-long learning by providing resources that enrich, educate, and entertain. We strengthen our community by promoting connections between people, ideas, and knowledge.

June 2017-June 2018 Action Items

1. Champion literacy in all forms.

Strategies

- Support crucial literacy skills in the following areas: media, financial, digital, health, civic, employment and basic literacy for patrons of all ages.
- Develop strategic partnerships within the community to build awareness of the library's goal to strengthen crucial literacy skills in our region.

Action Items—May 2017-May 2018

- **Boost Staff Focus on Reader's Advisory**
 - Post a RA post on website and FB monthly, Instagram weekly. Involve every member of staff in a creative RA post twice in 2017.
 - Host Two book talks in 2018
 - Conduct Novelist training for all staff.
- **Develop programming that is aligned with critical literacies**
 - Confirm every program hits a literacy. Hit 3 of the 7 for all age groups in 2018. Develop and implement young adult programs that will strengthen the identified literacy skills.
- **Develop Young Adult Program**



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- Create Young Adult space. Test furniture and usage patterns. Create YA policy.
- Host kick-off party for Teen Advisory Group
- Delight Our patrons with Book displays
 - Book displays have a circulation of 4 or more items.
 - Create book displays monthly for all ages.

2. Support Community Connections

Strategies

- Develop a strong partnership with the Town of Peterborough to promote opportunities for civic education and participation in town government and community initiatives.
- Establish the library as a community connector for people to learn about culture, events, organizations, and opportunities to participate in the Monadnock Region.
- Create opportunities to bring diverse and intergenerational groups together for entertaining and enriching experiences.

Action Items—

- Promote Community Events aligned with critical literacies
 - Develop an annual schedule to identify opportunities for civic education via multiple channels.
 - Confirm one post or quality promotion is done monthly by every member of staff.
- Create a foundation to build strong partnerships
 - Create list of organizations and identify top priority for partnerships. Create expectation agreement.
- Strengthen partnerships with PES and SMS
 - Attend open house events at PES and SMS. Explore options for teacher library cards.
- Create an amazing intergenerational quality event
 - Program should have consistent attendance of 40+ people and all ages attendance.

3. Strengthen visibility and usage of the library

Strategies

- Develop an improved, consistent, and maintainable marketing plan.



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- Provide training and instruction tools for our digital resources and online catalog to create confident library users
- Develop a robust annual outreach plan and supporting materials.
- Establish the library as a reliable source for book suggestions for all patrons.

Action Items—May 2017-May 2018

- Create an information desk or floating reference program
 - Complete by end of summer 2017. See an increase in reference statistics.
- Increase Library Patron Usage of Koha Account
 - Create google analytics event. Increase clicks to My Account by 10% by June 2018.

4. Develop and empower staff to excel in their work

Strategies

- Analyze and identify what Tools and Training are needed to optimize staff Time and Talent.
- Document policies and procedures to support staff in providing the best possible customer service.

Action Items—May 2017-May 2018

- Conduct a staff study to identify what support is needed and create a priority plan to train and implement new tools.
 - Have staff approve list of tools/training at September 2017 staff meeting.
- Update the Policy binder.
 - Update one policy per month to be reviewed by the Board of Trustees.

5. Maintain a committed and engaged Board of Trustees

Strategies

- Provide opportunities for Trustees to become visible ambassadors for the library in the community.
- Develop a full roster of Trustee alternates.



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- Encourage Trustee participation in NHLTA initiatives and training opportunities.

Action Items—May 2017-May 2018

- Improve visibility of our Trustees for staff and community.
 - Profile Trustees in library newsletter. Create a meet the trustee blog post.

6. Support the 1833 Society in fulfilling our vision for a new and renovated Library of the Future for Peterborough

Strategies

- Communicate information about the library project clearly to Staff and Trustees
- Foster community support for the project by coordinating with the capital campaign to communicate the positive impacts and benefits to the community.

Action Items

- Inform and inspire staff with details about the library project.
 - Develop a project fact sheet for library staff and trustees
 - Host all staff meeting and create project informational binders for all staff and trustees.

Updated 8/11/2017