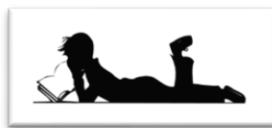
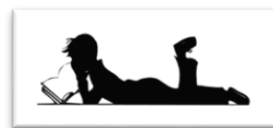


Whitingham Free Public Library

2023- 2028 Strategic Plan



WHITINGHAM FREE PUBLIC LIBRARY

Whitingham Municipal Center, Village of Jacksonville

www.townofwhitingham-vt.org

STRATEGIC PLAN 2023 - 2028



MISSION STATEMENT

The mission of the Whitingham Free Public Library is to promote the benefits of life-long learning and to expand the horizons of the community by filling its educational, recreational, and technological needs.

GOALS

Support the enhancement of learning for all ages.

- **Provide a variety programs for all age groups.**
 1. Research new entertainment opportunities through networking, entertainment data bases, patron recommendations, community interests and current trends.
 2. Research educational programming through Government Agencies (Game Warden, Fish & Wildlife), Non-profit organizations (Brattleboro Hospice), Educational Institutions (UVM) and Museums.
 3. Strengthen current partnerships and seek new partners to share resources and funding for programs.
 4. Research and apply for grant funding for programming and materials.
 5. Conduct informal patron surveys on regular basis.

- **Provide materials to support patrons' needs.**
 1. Build alternative collection with other libraries recommendations, patron input and current trends.
 2. Keep technical equipment up to date and in working order.
 3. Provide technical training and assistance.
 4. Provide professional development training to keep Librarians informed and educated on new technology, library trends and operations.
 5. Increase museum and other institution or event passes
 - a. new passes through internet search, recommendations, popularity and cost.

- **Continue to provide ongoing successful programs.**

ie: yoga, crafts group, homeschool group, book groups, story hours, kids parties, summer reading, movies, drive-ins,

- **Perform a program audit.**

Provide a comfortable, safe, and user-friendly environment for learning.

- **Library staff will stay informed on current State and Federal health safety regulations.**
- **Library staff will keep the Board of Trustees informed of any changes in State and Federal health and safety regulations.**
- **Librarians will complete and maintain CPR & First Aid Certification.**
- **Provide a clean, safe environment for patrons.**
- **Explore the possibility of library expansion.**
 1. Apply for Capital funding opportunities.
 2. Secure local architect.
 2. Request State approval for frontage increase
- **Continue to provide space for group activities and meetings.**

Provide easier access to the library's resources and knowledge of online resources.

- **Research online resources and memberships.**
- **Share virtual resources and programs.**
- **Provide a regular e-newsletter.**
- **Keep current on national and local trends.**
- **Provided a social media presence. (Facebook, Front Porch Forum)**
- **Maintain website pages and community calendar with The Town of Whitingham.**
- **Provide press releases to local news for events.**

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Approved October 4, 2023



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STRATEGIC PLAN 2023 - 2026

The Planning Process

- June 6, 2018 Trustee Meeting
-Trustees met with Lara Keenan, VTLIB Consultant on Strategic Planning and state expectations and resources.
- October 17, 2018 Strategic Planning Meeting
-Trustees reviewed and approved Library Community Survey to be distributed in person, email, face-book, using survey monkey.
-Survey was distributed to the following:
In the Library, Playgroup, Book Group, Senior Lunch, Whitingham Municipal Center Election Day, E-Newsletter, Town Website, Halifax Website, Twin Valley Elementary School, Middle-High School, Halifax School, Face-book, and Lion's Club Membership
- November 15, 2018 Strategic Planning Meeting
-Reviewed Survey Statistics
-Complete S.W.O.T. Analysis
Strengths, Weaknesses, Opportunities, Threats
- December 5, 2018 Trustee Meeting
-Discussed outline for next strategic meeting
- January 2, 2019 Strategic Planning Meeting
-created an outline of Goals and Actions
- February 6, 2019 Trustee Meeting
-reviewed and approved 2019-2022 plan draft and planning process
-Adopted 2019-2022 Strategic Plan as presented.