

**Alexander Findley Community Library
Five-Year Strategic Plan
Updated December 18, 2021**

GOAL 1: Implement Industry Standards & Best Practices for Library Services	Lead: Dan/Cala			
OBJECTIVES	Jun/22	Dec/22	23/24	25/26
A. Ensure technology meets current needs and is properly managed.	Lead:			
1. Develop a maintenance/backup schedule for all computers, printers & launchpads.	X			
2. Implement maintenance according to the established maintenance schedule.		X	X	X
B. Ensure that the library's collections are current and meet the needs of patrons.	Lead:			
1. Develop a collections development plan.		X		
2. Implement the collections development plan.			X	X
3. Review and update the collections development plan every six months.			X	X
GOAL 2: Offer Creative Programming and Services to Meet Community Needs				
Lead: Karen/Kelly/Cala				
OBJECTIVES	Jun/22	Dec/22	23/24	25/26
A. Assess the library's visibility by conducting a community assessment survey.	Lead:			
1. Determine the goals and focus of a community assessment survey.		X		
2. Meet with the town planning board re: its comprehensive plan process.		X		
3. Include library needs in focus groups & survey conducted by town planning board.		X		
4. Assess comprehensive plan focus groups & survey results pertinent to the library.		X		
5. Prioritize the results to develop action steps for improvement.		X		
6. Determine if further assessment is needed beyond the comprehensive plan process.			X	
B. Assess opportunities and resources for regular programming.	Lead:			
1. Brainstorm potential programming including collaboration with other organizations.	X			
2. Develop a plan to create regular programming to inspire people of all ages.	X			
3. Implement a plan for young children.	X			
4. Implement a plan for pre-teens and teens.		X		
5. Implement a plan for adults and seniors.	X			
6. Periodically assess effectiveness of regular programming for young children.			X	X
7. Periodically assess effectiveness of regular programming for pre-teens and teens.			X	X
8. Periodically assess effectiveness of regular programming for adults and seniors.			X	X
C. Assess opportunities and resources for special events.	Lead:			
1. Brainstorm potential special events including collaboration with other organizations.	X			
2. Develop a plan to create special events to inspire people of all ages.	X			
3. Implement a plan for young children.	X			
4. Implement a plan for pre-teens and teens.		X		
5. Implement a plan for adults and seniors.	X			
6. Assess effectiveness of each special event for young children.			X	X

7. Assess effectiveness of each special event for pre-teens and teens.			X	X
8. Assess effectiveness of each special event for adults and seniors.			X	X
GOAL 3: Ensure that Staff and Volunteers are Adequately Trained & Supported				
Lead: Mary/Kelly/Karen/Cala				
OBJECTIVES				
	Jun/22	Dec/22	23/24	25/26
A. Develop an employee handbook.	Lead:			
1. Update job descriptions and review annually.	X		X	X
2. Develop orientation policy.		X		
3. Develop HR policies including training requirements.		X		
4. Review HR policies annually for compliance and needed updates.			X	X
B. Develop a volunteer handbook.	Lead:			
1. Update position job descriptions and review annually.	X			
2. Develop orientation policy.		X		
3. Develop volunteer policies including training requirements.		X		
4. Review volunteer policies annually for compliance and needed updates.			X	X
C. Develop a plan to cultivate and recognize volunteers.	Lead:			
1. Review list of current volunteers and volunteer recognition process.	X			
2. List potential volunteers and develop a plan for cultivating/recognizing.		X		
3. Implement plan on an ongoing and/or annual basis.			X	X
GOAL 4: Strengthen the Library Through Outreach & Communication Efforts				
Lead: Nancy/Ashley/Andy/Cala				
OBJECTIVES				
	Jun/22	Dec/22	23/24	25/26
A. Develop and implement a plan to increase community outreach.	Lead:			
1. Utilize social media platforms to increase community awareness of the AFCL.	X	X	X	X
2. Assess the effectiveness of the social media platforms and update plan.		X	X	X
3. Utilize traditional platforms to increase community awareness of the AFCL.	X	X	X	X
4. Assess the effectiveness of the traditional platforms and update plan.		X	X	X
B. Develop a plan to cultivate patrons.	Lead:			
1. Review list of current patrons and renewal process.		X		
2. List potential patrons and develop a plan for cultivating.		X		
3. Implement plan on an ongoing and/or annual basis.			X	X
C. Develop a plan to cultivate and recognize donors.	Lead:			
1. Review list of current donors and donor recognition process.	X			
2. List potential donors and develop a plan for cultivating/recognizing.		X		
3. Implement plan on an ongoing and/or annual basis.			X	X
D. Create brochures to inform community of regular library services.	Lead:			
1. Determine annual budget for brochures.	X			
2. Determine distribution plan with site locations.	X			

3. Implement plan on an ongoing and/or annual basis.		X	X	X
4. Evaluate effectiveness of plan.			X	X
E. Create regular newsletter to inform community of library news and events.	Lead:			
1. Determine annual budget for newsletters.		X		
2. Determine frequency and distribution plan (physical & digital) with site locations.		X		
3. Implement plan on an ongoing and/or annual basis.		X	X	X
4. Evaluate effectiveness of plan.			X	X
GOAL 5: Ensure Organizational Sustainability				
Lead: Paul/Nancy/Cala				
OBJECTIVES				
	Jun/22	Dec/22	23/24	25/26
A. Fully implement an active board committee structure.	Lead:			
1. Review board committees including purpose and frequency of meeting.	X			
2. As needed, recruit board and non-board members to serve on the committees.	X	X	X	X
3. Report committee activities at each board meeting.	X	X	X	X
B. Focus on implementing the library's strategic plan through regular reviews.	Lead:			
1. Update strategic plan with action steps, leaders & timelines, as needed.		X		
2. Add strategic plan status updates to the agenda for every board meeting.	X	X	X	X
3. Prepare written semi-annual reports summarizing status progress on all goals.		X	X	X
C. Ensure continued fiscal sustainability of the library.	Lead:			
1. Develop and implement financial policies.	X			
2. Review financial statements at each board meeting.	X	X	X	X
D. Ensure library operates effectively.	Lead:			
1. Develop and implement operational policies.	X			
2. Monitor operations and review concerns at board meetings.	X	X	X	X
E. Develop and implement governance policies.	Lead:			
1. Develop a governance handbook.		X	X	X
2. Review organization's bylaws annually.		X	X	X
F. Ensure strong governance through a board recruitment, training & retention program.	Lead:			
1. Determine the elements of a board recruitment and retention program.		X		
2. Prepare list of activities to ensure strong recruitment, involvement & retention.		X		
3. Hold regular training sessions on organizational activities.			X	X
G. Assess fundraising options and develop a plan to implement those that are viable.	Lead:			
1. Brainstorm regarding potential fundraising options.	X			
2. Determine fundraising potential and resource commitment of the top options.		X		
3. Develop a comprehensive plan that covers all elements of the fundraising activity.		X		