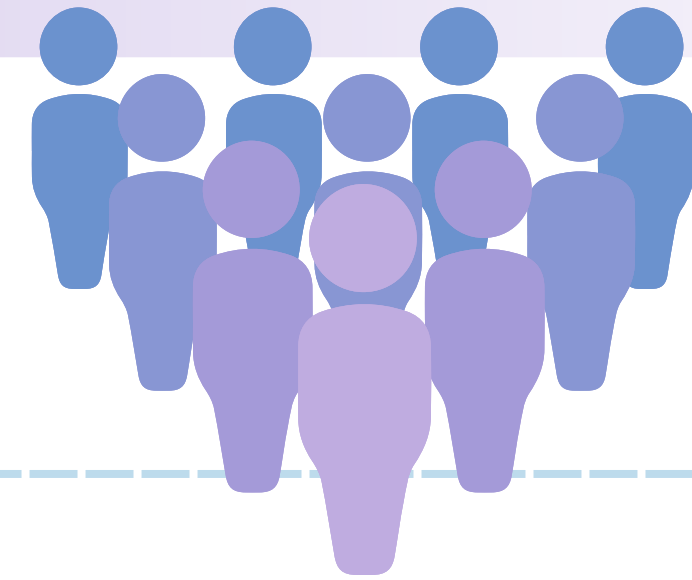




Presentation to Select Board Sept 12, 2023

Strategic Plan

24 | 28



Plan Committee Members

LIBRARY BOARD OF TRUSTEES

- Kristina Prodouz, Chair
- Kathy Fox - Alfano, Vice Chair
- Susan Schmidt, Clerk
- Susan Barlow
- Todd R. Benedict
- Perry Davis

TOWN STAFF

- Irja Finn, Library Director
- Colleen Cunningham, Asst. Library Director
- Terry Johnson, Children's Librarian

FACILITATOR

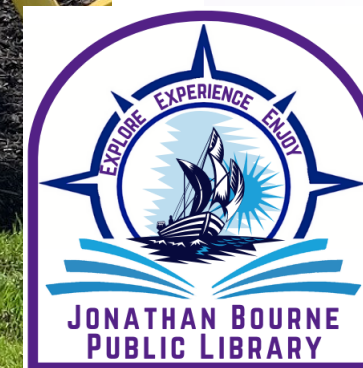
- Liz Hartsgrove, Asst. Town Administrator



Recap: Why are we doing this?

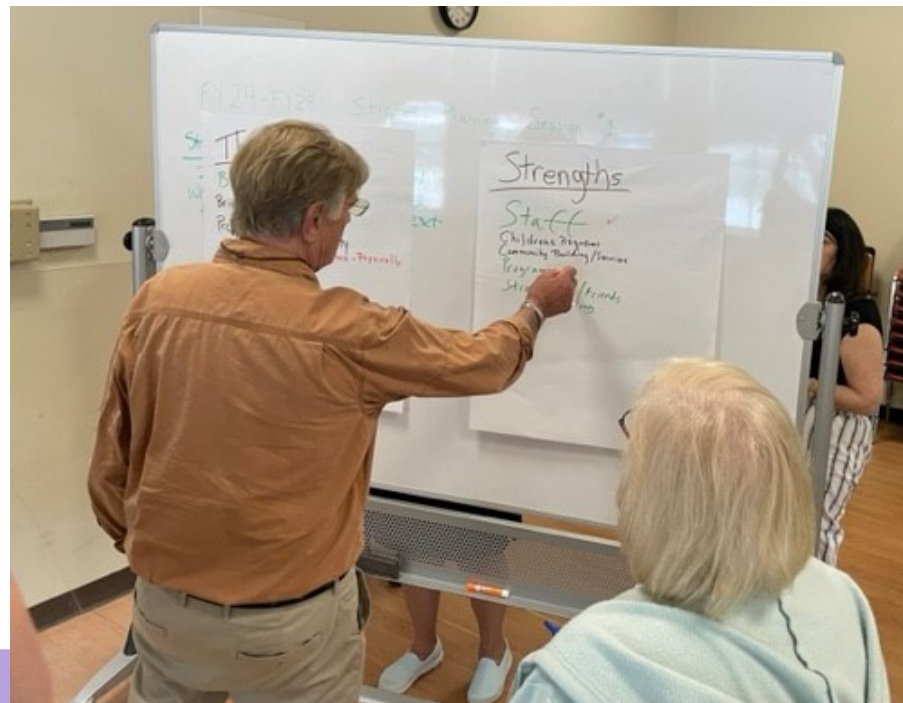
Libraries offer services as vibrant and diverse as the community it supports.

Revising our 5-year Strategic Plan will ensure updated goals and objectives astutely and accurately reflect the evolving needs and wants of the community we serves, for years to come.

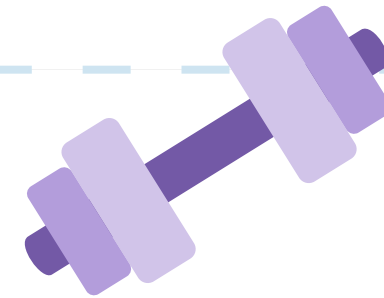


SWOT Analysis

As a starting point for determining alignment between perceived and actual experiences, the Library Trustees conducted a preliminary SWOT Analysis to evaluate current services being delivered through People, Places and Processes.



Strengths



- Staff
- Children's Programs
- Community Building/Service
- Strong Partnerships

Weaknesses



- Geography
- ADA Accessibility
- Parking
- Use of physical space

Opportunities

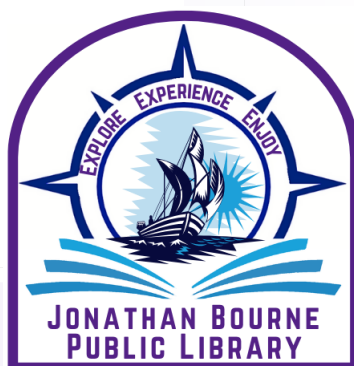


- Reimagining, Branding
- Additional service locations
- Enhance collaboration
- Update use of spaces

Threats

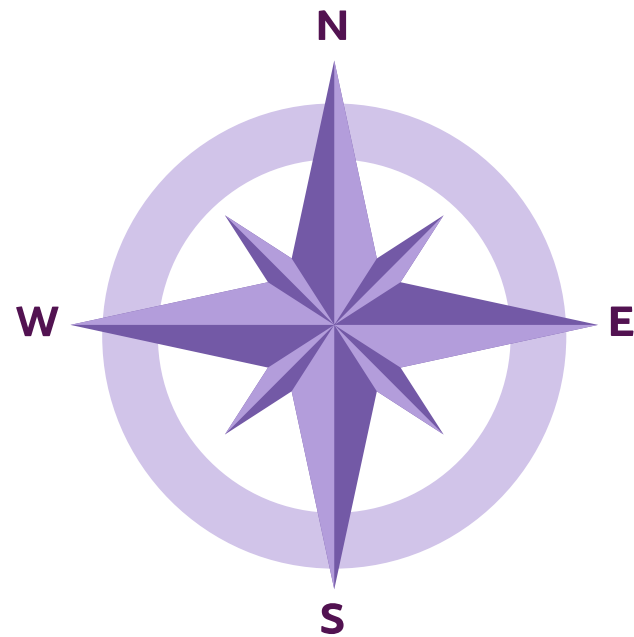


- Becoming outdated
- Cost of Living, Housing
- Aging stakeholders
- Funding instability



Areas of Focus

The findings from the SWOT analysis revealed three core areas of focus which assisted with stakeholder confirmation, shaping the participation plan and ultimately framing content for public input.



Explore

To continue being an important contributor to the quality of life for our community.



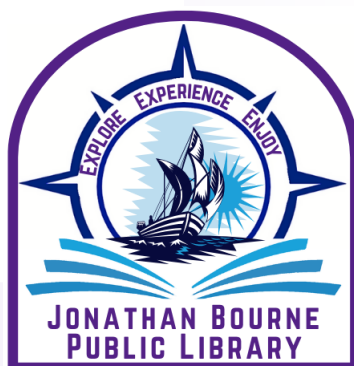
Experience

Develop tools that are up-to-date and an accurate reflection of our community needs.



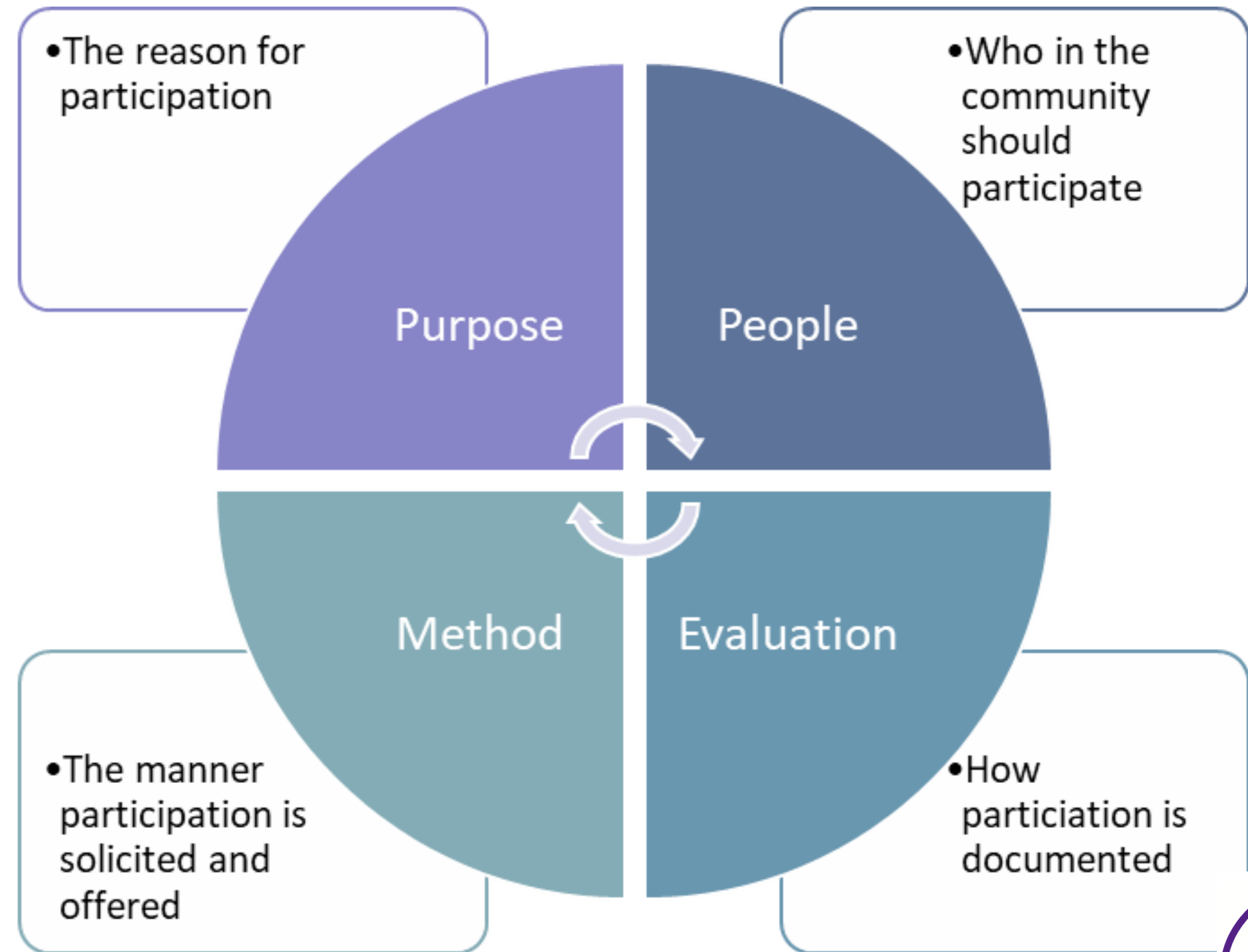
Enjoy

Ensure all ages, backgrounds, needs, and abilities can identify the Bourne library as everyone's Library.



Public Participation Plan

The Public Participation Plan (PPP) followed four cornerstones framing methods for solicitation, invitation and participation to guarantee the primary influencer of the adopted plan is generated from actual community stakeholders and members it serves.



Public Participation Plan

*We need
your voice!*

Hearing the Community

5W+H

- **Who** specifically are the customers;
- **What** services are they using or not able to use;
- **When** are they being used or not used;
- **Where** are they being used or not used, and
- **Why** are they using or not able to use the services
- **How** are the services adding value or not.

Survey

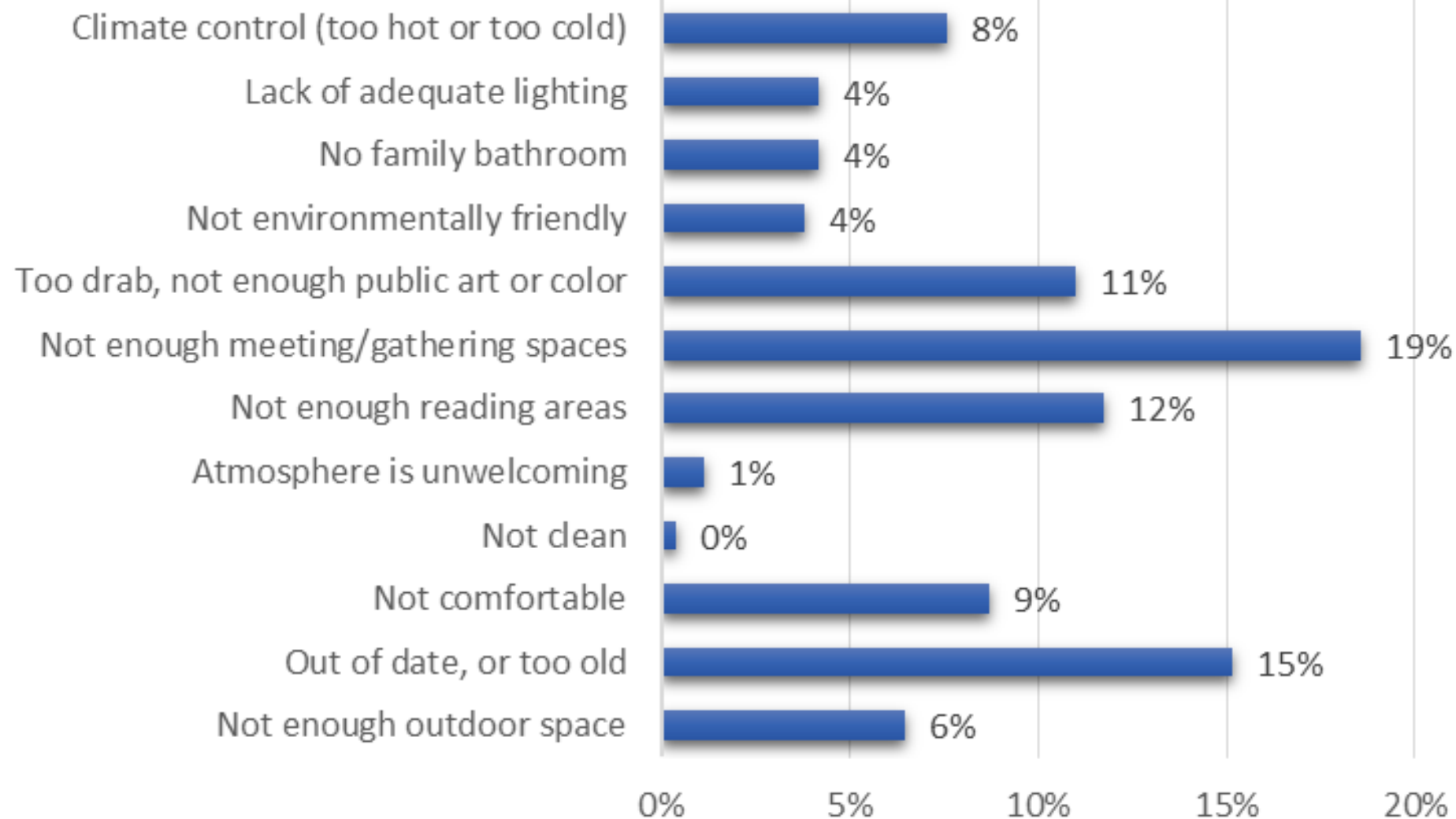
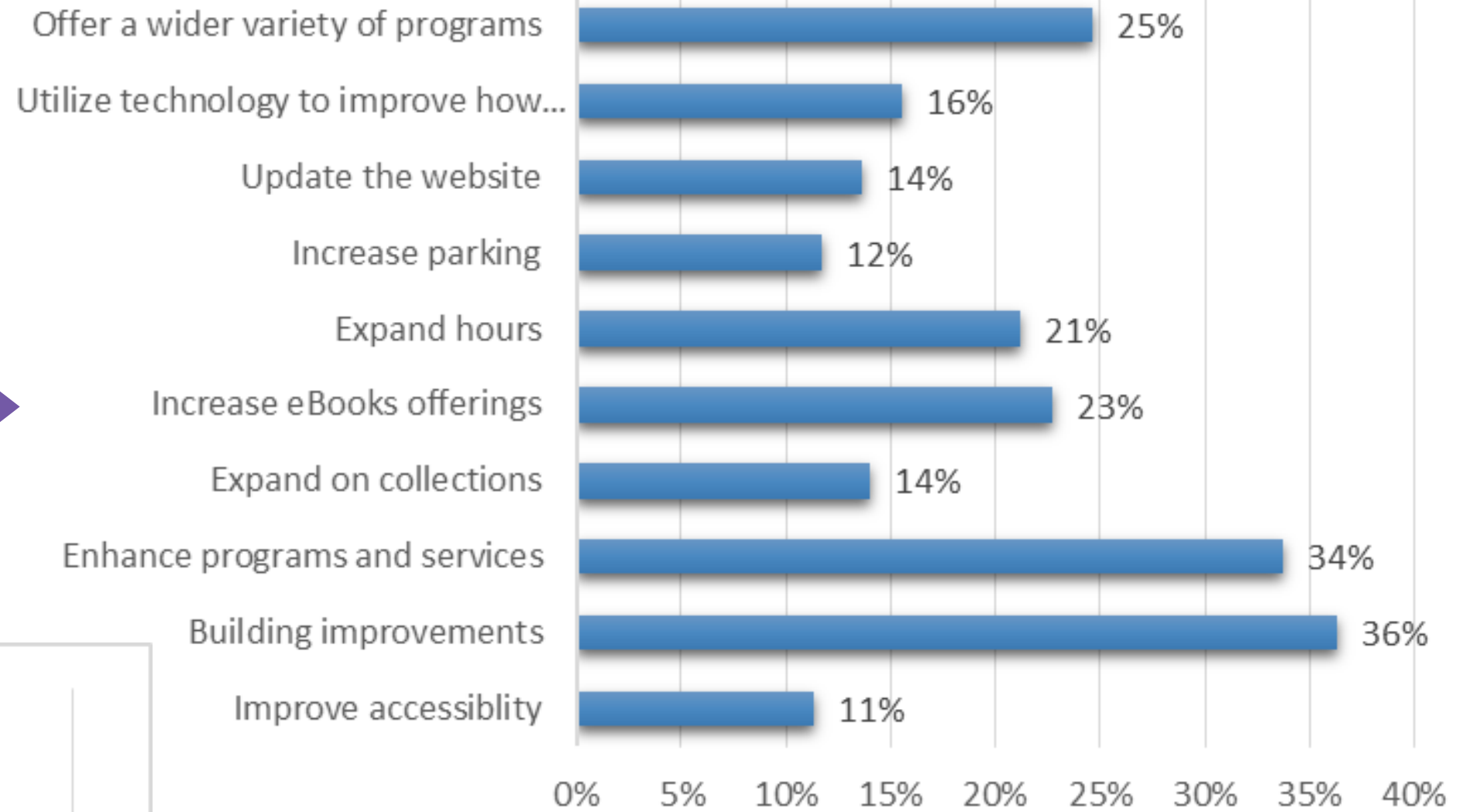


Workshops



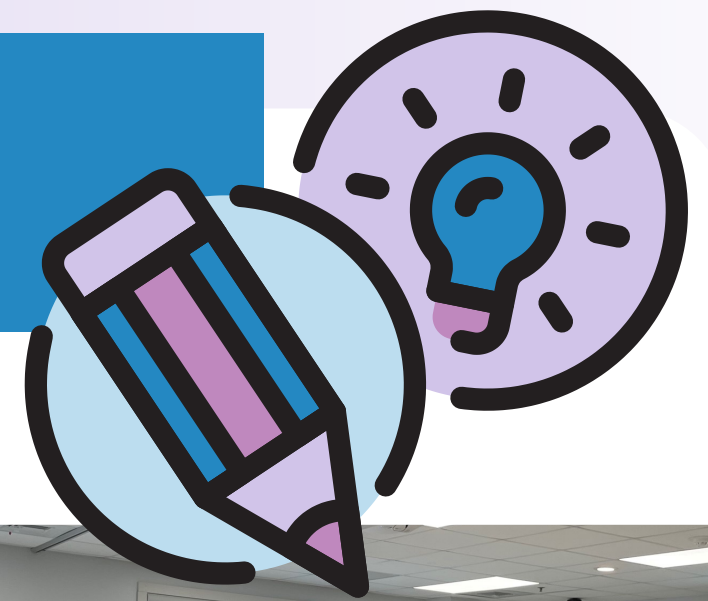
Survey

What could the Bourne Library do to better meet your needs? >>>



<<< How does the building not meet your expectations?

Public Participation Plan



Workshops

2 In-Person

1 Virtual

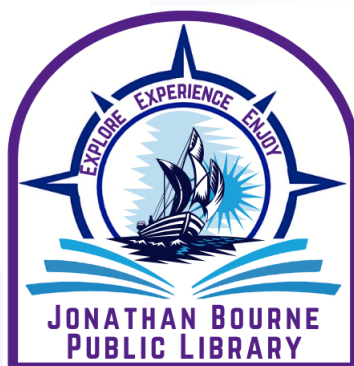
40 Total Participants



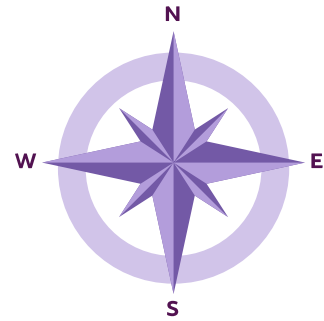
Hearing directly from the stakeholders about actual problems being experienced provided the base for the Trustees in ideating a final vision and goals for the 24-28 Strategic Plan.



A summary of the input results can be found online



Evaluation



Explore



Experience



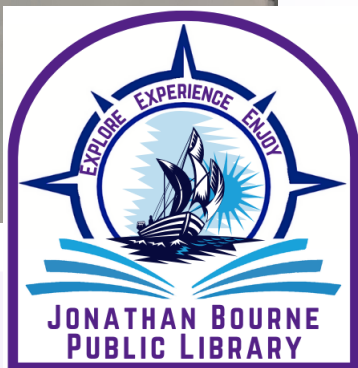
Enjoy

Centered on the three core areas of focus and the three methods of delivering a service through People, Place and Process, the Trustees identified the most significant challenge and underperforming service area being delivered was through Place.

The Who & What are not the challenges, it's the **Where**.

	EXPLORE	EXPERIENCE	ENJOY
PEOPLE	Helpful Knowledgeable Employees Trustees Friends Other Depts	Friendly Connecting Welcoming	Collaboration w/ groups Volunteers Non-Profits Programs Family Library Friends Employees
PROCESS	Collection Selection Curation Display Forms, Why things are done	Connecting	Traditions Multi-generational
PLACE	Resources Community Curation-Display Virtual Physical	Welcoming Pleasant Community Connecting	Historic Community Quaint Center Multi-generational

The Where - Challenges	The How
<ul style="list-style-type: none"> Providing Access - getting the services to the community Hours Location - Bridges, Traffic Accessibility Space - inside & outside <ul style="list-style-type: none"> comfort accommodate utilization Online & Technology <u>Connection</u> How to connect, entrance HVAC - make more comfortable Parking Transportation 	<ul style="list-style-type: none"> Partnerships w/ Schools, Town Dpts Communication Marketing Website Social Media <p>Team Effort Strategy</p>



Plan Overview

The Library must provide exceptional services in an inclusive and accessible manner directly where the customers are.

ACCESSIBILITY

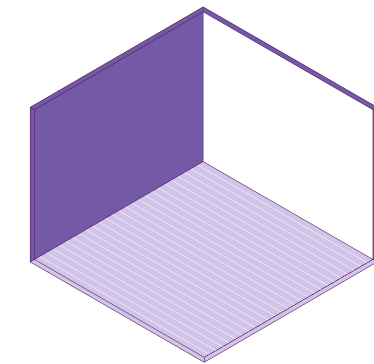


PARKING



HOURS

SPACE(S)



LOCATION(S)



DIGITAL EQUITY

24|28 Strategies

Explore



GOAL

With a physical divide generated by the canal and bridges, the Jonathan Bourne Public Library provides a community destination connecting everyone through the exploration of learning and sharing.

OBJECTIVES

- 01** Explore opportunities to connect the community by offering mobile or satellite services.
- 02** Explore opportunities to make the entire building accessible for all abilities.
- 03** Explore opportunities to create spaces for various uses inside and outside of the building.



24|28 Strategies Experience



GOAL

Reinforcing connection, the Jonathan Bourne Public Library provides present and future generations the opportunity to experience collective belonging and community identity established by our rich history.

OBJECTIVES

01 Experience stronger collaboration between non-profits and town departments.

02 Experience a focus on the future while honoring the past, by:

- retaining historical character;
- integrating green efficiencies;
- incorporating technological upgrades;
- and,
- reimaging spaces that inspire.

03 Experience services being delivered through place with a comprehensive branding and marketing portfolio depicting the Library's identity.



24|28 Strategies

Enjoy



GOAL

Looking towards the future, the Jonathan Bourne Public Library is a cultural anchor providing our multi-generational community the enjoyment of accessing a variety of interests.

OBJECTIVES

01 Enjoy services being offered in a welcoming and comfortable manner through physical and virtual spaces.

02 Enjoy a variety of ways to visit the library by:

- expanding parking;
- enhancing public transportation opportunities; and,
- establishing designated pedestrian and bicycle lanes.

03 Enjoy in person and virtual programs equally supportive of the needs and wants of our community in all villages.



Next Steps

PUBLIC COMMENT

Draft Plan Online.



Bring to Library or email
ifinn@townofbourne.com

WRITTEN RESPONSES DUE
**September
25th**

Or...



Bring comments to Trustee meeting

**September
21st and 28th
3PM**

ADOPTION OF PLAN

September 28th





Questions?

Strategic Plan

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