

APPROVED BY THE BOARD ON 5-26-15

Blue Hill Public Library Strategic Plan 2015 - 2018

While continuing to provide ongoing quality services and operations, the Blue Hill Public Library is committed to accomplishing twenty-one goals subject to available funding in the following five areas beginning in July 2015 and continuing through June 2018:

I. Program and Services

Goal 1: Continue and expand sponsorship of cultural and educational events on diverse topics of community interest

- When: Continue in 2015 and expand in 2016-2018
- Responsibility: Library Director, Staff
- Financing: 2015 budget, plus anticipated continuing funding from Friends of the Library, or expanded program budget beginning in 2016

Goal 2: Explore the feasibility of creating a staff Cultural Program Coordinator

- How: Appoint an ad-hoc committee to consider a half-time staff position
- When: 2015
- Responsibility: Board of Directors' President
- Financing: No budget implications

Goal 3: Consider expanding library hours

- How: Poll patrons and community
- When: 2016 for possible implementation in 2017
- Responsibility: Library Director, Staff
- Financing: 2017-2018 operating budgets, if implemented

Goal 4: Support youth and families in developing the habit of using the library

- How: Continue and expand youth/family programming and conduct an annual library card sign-up program for second graders
- When: Continue in 2015 and expand in 2016-2018
- Responsibility: Library Director, Staff
- Financing: No budget implications

Goal 5: Increase Young Adult offerings and collections

- How: Address Young Adult needs in any future physical expansion or reconfiguration of the library; if a Cultural Program Coordinator position is established, include increased young adult programming as part of that staff person's duties

- When: 2016-2018
- Responsibility: Library Director, Staff
- Financing: Expanded budget in 2016-2018; possible funding of physical expansion through a capital campaign

Goal 6: Provide orientation to technology and instruct patrons on how to access library resources

- How: Conduct an ongoing series of library use and tech support sessions
- When: Beginning in 2015
- Responsibility: Library Director, Staff
- Financing: No budget implications

Goal 7: Provide ongoing support and training to staff to access and master emerging technologies

- When: 2015-2018
- Responsibility: Library Director, Staff
- Financing: Expanded 2016-2018 budgets

II. Board of Directors Organization and Governance

Goal 8: Establish a Governance Committee to support the board's use of best practices in its work

- How: Add governance-related duties to the current responsibilities of the Nominating Committee and rename it the Governance Committee
- When: 2016 Annual Meeting of the Corporation and Membership
- Responsibility: Board of Directors
- Financing: No budget implications

Goal 9: Conduct governance training sessions

- When: At least one annually in 2016-2018
- Responsibility: Board of Directors, prospective Governance Committee
- Financing: Expanded 2016-2018 budgets

Goal 10: Review, and revise if needed, the library's mission statement

- When: In 2015-2016
- Responsibility: Board of Directors, Strategic Planning Committee, with input from Staff
- Financing: No budget implications

Goal 11: Enhance and expand communications between the Friends of the Library and the Board of Directors

- How: Appoint a Board liaison to the Friends of the Library

- When: Beginning in 2015
- Responsibility: The Board Chair in consultation with Friends of the Library
- Financing: No budget implications

III. The Library and the Community

Goal 12: Clarify the role and identity of the library on the Blue Hill Peninsula, including such matters as the most descriptive name, branding, and mission

- When: In 2015-2016
- Responsibility: Board of Directors, Library Director
- Financing: No budget implications

Goal 13: Identify and publicize the varying roles the library takes in serving its many constituents in Blue Hill, on the Peninsula, and beyond

- When: Beginning in 2015
- Responsibility: Library Director, Board of Directors
- Financing: No budget implications

Goal 14: Initiate and promote further dialog, cooperation, and collaboration among peninsula, county, and statewide libraries, as possible

- When: Beginning in 2015
- Responsibility: Library Director, Staff, and Board of Directors
- Financing: No budget implications

IV. Building and Grounds

Goal 15: Conduct a space assessment and planning study to explore how to expand the library's physical collection, create more quiet spaces, and accommodate larger group gatherings

- When: Beginning in 2016
- Responsibility: Building and Grounds Committee with an independent architect reporting to the Board of Directors
- Financing: 2016 budget

Goal 16: Designate specialized parking spaces

- How: Install signage designating parking for seniors and others with limited mobility
- When: 2015
- Responsibility: Library Director
- Financing: 2015 budget

Goal 17: Expand internet connectivity and implement wireless printing on library property

- When: By 2018
- Responsibility: Library Director
- Financing: Expanded 2016-2018 budgets

Goal 18: Install a generator that will provide ongoing building use and services during power failures

- When: By 2018
- Responsibility: Building and Grounds Committee with the Library Director
- Financing: Expanded 2017-2018 budgets

Goal 19: Formulate and implement a long-range building maintenance plan and an environmental sustainability plan with the aim of achieving carbon neutrality in net energy use and in other areas, as possible

- When: 2018
- Responsibility: Building and Grounds Committee with the Library Director
- Financing: 2018 budget

V. Finance

Goal 20: Assess fundraising capacity to address expected increases in the library's ongoing programs and services and the cost of implementing the goals of this strategic plan

- How: Through possible increased staffing or by the use of consultants, and/or by other means
- When: Beginning in 2016
- Responsibility: Board of Directors, Development Committee, Finance Committee, Personnel Committee, with Library Director
- Financing: 2016- 2018 budgets

Goal 21: Formulate and implement a long-range financial plan to ensure the library's financial sustainability

- When: 2016
- Responsibility: Finance Committee, Development Committee with the Library Director and the Board of Directors
- Financing: No budget implications

Additional Goals: Additional goals may be added to this three-year strategic plan by vote of the Board of Directors.

Reporting: The Library Director will report regularly to the Board of Directors on the progress of the implementation of these goals. The Strategic Planning Committee in consultation with the Library Director will report semi-annually to the board on the status of the plan.