



BLUE HILL PUBLIC LIBRARY STRATEGIC PLAN

AUGUST 15, 2024

The Blue Hill Public Library undertook strategic planning in response to activities from recent years—the lessons from the pandemic, a changing community and ever-changing shifts in patron needs and expectations, new opportunities presented by a successful facilities renovation, as well as the acquisition of neighboring property—which make this a unique time of transition for BHPL.

With these developments and challenges in mind, the library’s Board of Directors has adopted the following interconnected strategic goals, strategies and tactics to guide the library forward.

MISSION STATEMENT

The Blue Hill Public Library opens doors to information, culture, community, and the world.

STATEMENT OF PURPOSE AND CORE VALUES

The Blue Hill Public Library serves all people on the Blue Hill Peninsula whose varied backgrounds, experiences, and perspectives enrich our library and community. It is a dynamic cultural center committed to the pleasures of reading, preserving the past and exploring the future by integrating new technologies with traditional collections. In addition to the resources it provides, the library hosts and sponsors lectures, discussion groups, community meetings, art exhibits, workshops, and family programs. The library believes in the transformative power of knowledge and that unbound access to ideas and information is indispensable to an informed, educated citizenry.

VISION STATEMENT

The Blue Hill Public Library will be the welcoming heart of the community.

- People of all backgrounds will feel a sense of belonging, shared stewardship, and engagement with the library.
- With an outdoor space to complement its interior, the library will be a campus of opportunities and a community gathering place.
- The library will be financially and operationally strong and resilient.

GOALS, STRATEGIES, AND TACTICS

GOAL 1 | *Connect more broadly with the greater Blue Hill Peninsula community.*

- a) *Strategy:* Create an organization-wide culture of outreach striving to broaden community participation with the library.
 - i) *Tactic:* Create an ad hoc Outreach Committee of board, staff, and community members charged with reaching communities that are less engaged with the library to increase the breadth of the population served.
 - ii) *Tactic:* Conduct research using census data and comprehensive plan demographics to identify the various groups and communities on the Blue Hill Peninsula, noting those not connected with the library.
 - iii) *Tactic:* Develop engagement strategies with various stakeholders and constituencies, building on knowledge of what interests them, and informing and reinforcing what the library already does.
 - iv) *Tactic:* Assess staff capacity to implement engagement strategies to determine the need for innovative approaches (i.e., train master outreach volunteers, partnerships).

GOAL 2 | *Design a welcoming, versatile, environmentally and financially sustainable campus—outdoors as well as indoors—to better serve library users of all ages.*

- a) *Strategy*: Develop a comprehensive campus plan that incorporates the new property.
 - i) *Tactic*: Enhance the outdoor experience to serve the community in versatile and responsive ways, considering ideas such as:
 - Creating outdoor reading and work areas
 - Designing a children’s area for stories and imaginative play stage
 - Being more Young Adult-friendly
 - Considering a sheltered space from the elements
 - Enhancing green space
 - Improving parking for patrons and staff
- b) *Strategy*: Coordinate potential future building additions with the campus plan.
- c) *Strategy*: Identify and evaluate the benefits and challenges associated with the library’s aspiration of minimal environmental impact.

GOAL 3 | *Cultivate the resources and partnerships necessary to sustain the library’s continued service to the broader community.*

- a) *Strategy*: Evaluate the sustainability of the library’s three revenue streams:
 - i) Municipal
 - *Tactic*: Increase engagement with community officials (administration, select boards, and budget committees).
 - ii) Development
 - *Tactic*: Evaluate audiences and approaches.
 - *Tactic*: Explore additional support through grants and other income streams.
 - *Tactic*: Assess board capacity to raise funds.
 - *Tactic*: Assess staff capacity to support development.
 - iii) Endowment
 - *Tactic*: Evaluate the endowment’s ability to provide adequate revenue.
- b) *Strategy*: Assess readiness for a future capital campaign to implement campus improvements.
- c) *Strategy*: Enhance board development.
 - i) *Tactic*: Commit to annual continuing education for board members.
 - ii) *Tactic*: Review and revise the process of strategically recruiting board nominees.
 - iii) *Tactic*: Explore best practices in board governance and preparedness.
- d) *Strategy*: Identify ways to support staff to promote retention and sustainability.
- d) *Strategy*: Assess the library’s resilience (financial, operational, leadership, staffing, structural, and environmental) and take appropriate steps.