
MINOT-SLEEPER LIBRARY

Strategic Plan 2019-2022

18-MONTH PROGRESS REPORT

Prepared by:

MINOT-SLEEPER LIBRARY BOARD OF TRUSTEES

INTRODUCTION

The Minot-Sleeper Library Board of Trustees and staff are pleased to share the accomplishments achieved in the first 18 months of the library's first strategic plan.

This report summarizes work done and successes celebrated between October 2019 and February 2021 that were efforts aimed at reaching the strategic goals set as part of our 2019-2022 Minot-Sleeper Library Strategic Plan.

The trustees and staff at the library would like to recognize our community for their time and thoughtfulness as we prepared our plan. Our goals are based on feedback received from the community through a survey and community conversation.

We hope you agree that the work done in less than two years to reach our goals is impressive and supports our entire community in new and helpful ways.

-Minot-Sleeper Library Board of Trustees

MISSION

The Minot-Sleeper Library provides resources that fulfill educational, informational, and cultural needs of the Newfound Area community in a welcoming, respectful atmosphere.

VISION

Enriching lives through community engagement

TRUSTEES

Rosemary D'Arcy, Chair
Karen Boyd, Vice Chair
Kathleen Haskell, Treasurer
Nancy Dowey, Secretary
Martha Hulsman
Lucille Keegan
Travis Kelley
Nancy Spears
Shirley Yorks

STAFF

Brittany Overton, Director
Paula McKinley, Assistant Director/Youth
Services Librarian
Cindy Westfall, Interlibrary
Loan/Circulation Librarian
Shayne Duggan, Library Assistant
Evelyn Cutting, Library Page

GOALS AND OBJECTIVES

Library resources will be available and accessible to a broader population within the region

- Connect with other agencies to expand the library's resources
- Broaden access for populations with limited mobility and special needs
- Utilize technology to expand the library's reach and create greater access to resources

The library's physical space will be optimized to meet the needs of the community

- Maximize seating alternatives for ease and comfort
- Expand availability of technology offerings within the library
- Complete space needs assessment

Innovative communication techniques will be used to disseminate information

- Build and implement a comprehensive and varied marketing plan to promote library events, resources, services, and hours of operation
- Facilitate community conversations
- Foster open and effective lines of communication among all stakeholders

*"...a place of knowledge, that is non-judgmental, inclusive
and fundamentally kind."*

-Susan Orlean, The Library Book

Library resources will be available and accessible to a broader population within the region

Highlighted Accomplishments

- Launch of home delivery service for home-bound library patrons
- Installation of automatic door operators for entrance into library
- Installation of emergency egress stairway from meeting room
- Creation of a Little Free Libraries to be installed at various places throughout Bristol

Projects in progress with optimistic growth

- Book delivery at Senior Center weekly lunch program
- Connecting with and sharing resources with other Newfound Area libraries
- Use of a Smart TV to display upcoming events and town notices
- Expansion of outreach with Newfound Regional School District
- Inclusion of cultural and natural resources through exhibitions
- Addition of sustainable borrowing items

WORKING GROUP MEMBERS

John Cavanagh, Community Member

Martha Hulsman, Trustee

Lucille Keegan, Trustee

Paula McKinley, Staff Member

The library's physical space will be optimized to meet the needs of the community

Highlighted Accomplishments

- Addition of shelving for the DVD collection to expand offerings and highlight subsets of this collection
- Re-envisioned storage space to best utilize space in meeting room
- Repurposing of basement to expand Friends of the Library's book sale
- Installation of touch-free and eco-friendly equipment in the library's restroom

Projects in progress with optimistic growth

- Additional table and work space throughout the library for public use
- New seating in the children's room
- Consulting with a library facilities professional to optimize space
- Exploration of repurposing the basement for public use

WORKING GROUP MEMBERS

Karen Boyd, Trustee

Nancy Dowey, Trustee

Martha Hulsman, Trustee

Cindy Westfall, Staff Member

Shirley Yorks, Trustee

Innovative communication techniques will be used to disseminate information

Work being done

In December of 2019 the group identified the following ideas:

- Create a distinctive branding and logo for the Library
- Post newsletter on Facebook and Instagram as well as emailing
- Use social media strategically to encourage patronage and program audiences
- Leveraging relationships with other libraries in the area to share news and events
- Circulate the newsletter to the education community in the SAU
- Create a periodic brochure or flyer posted in local and regional businesses with listed events, programs and groups and circulate it regionally
- Hold programs specifically designed to let people know about services the Library offers
- Creating a “Did you know” segment in the Newsletter and perhaps using the phrase as a theme for a program series about services
- Personalizing suggestions for patrons via text messaging
- Conduct a survey of patrons and perhaps including the local news outlets asking “What do you want to know?”
- Making more effective use of the Town website
- Producing a quarterly report for the Select Board and the Budget Committee to keep them abreast of Library activity including circulation statistics, programs and other relevant events.
- Partnership with faculty at Plymouth State University to conduct outreach to the Newfound Area community
- Fund raising as an important and new initiative done by the trustees

WORKING GROUP MEMBERS

Rosemary D'Arcy, Trustee

Shayne Duggan, Staff Member

Kathleen Haskell, Trustee

Travis Kelley, Trustee

Karen MacLeod, Community Member

Nancy Spears, Trustee

TIMELINE

The library Board of Trustees in coordination with the staff will evaluate this plan at its midpoint and at its completion to ensure goals are met. Evaluations will be conducted by trustees and staff using statistical analysis of data, as well as patron reflections and surveys. Reports at both the midpoint and completion of this plan will be made available to the community.



March 2021

18 month
evaluation and
report of progress
made available to
community



March 2022

Community
survey and data
analysis



September 2022

Final evaluation
and report of
goals achieved
made available to
community

**“The future depends on what you do today.”
— Mahatma Gandhi**