

# PIERSON LIBRARY STRATEGIC PLAN

2025-2027

This strategic plan is designed to guide the library's growth and development in alignment with the evolving needs of Shelburne residents. It is informed by the insights and vision articulated in the *Shelburne Forward Together* project, a community-driven roadmap for Shelburne's future. By reflecting on the values and aspirations expressed in this project, we aim to create a library that is not only a place of knowledge and culture, but also a hub for connection and community building. This plan outlines our commitment to enhancing access to ideas, fostering a vibrant cultural environment, and strengthening the library's role as a cornerstone of Shelburne's social fabric.

**OUR MISSION:** To foster **ideas**, **culture**, and **connection** for the Shelburne community.

## IDEAS

**OUR VISION:** People discover, learn, and engage with ideas that inspire growth, creativity, and transformation.

**STRATEGIC INITIATIVE:** We will enhance access to knowledge, leverage technology, and make the collection more engaging and accessible.

The library will become a center of discovery, a place where ideas are explored and brought to life. Through the strategic use of our physical collection, online resources, and technology, the library will provide innovative resources and experiences that spark curiosity and intellectual growth. Our collection will be thoughtfully merchandised and presented in dynamic ways to highlight diverse topics and make learning more accessible and engaging.

## CULTURE

**OUR VISION:** The library's collections and programs reflect our community's broad needs.

**STRATEGIC INITIATIVE:** The library will create and feature a wide variety of engaging programs. We will also partner with local organizations to bring new topics and presentations to Shelburne.

The library will become a community hub—a vibrant space for learning, connection, and growth. Through diverse programming, including workshops, performances, and lectures, the library will offer opportunities for enrichment and intellectual engagement.

## CONNECTION

**OUR VISION:** The library is the community center of Shelburne.

**STRATEGIC INITIATIVE:** The library will lead community building in Shelburne, where people can connect, build trust, and flourish.

The library will become a community builder through increased offerings of programs including skills sharing workshops, community forum series, meet-ups, discussion groups, crafting circles, dances, movie screenings, youth events, and intergenerational programs. We will expand outreach efforts to encourage new people and groups to become library users. We will create and adapt library spaces to encourage these connections.

# SUCCESS INDICATORS

Success in these initiatives will be measured through a combination of quantitative and qualitative metrics:

- **Increased Engagement:** A growing number of visitors will use the library, reflected in year-over-year (YOY) increases in door counts.
- **Satisfaction and Perception:** Library patrons' positive perceptions will be measured through an improving Net Promoter Score (NPS), indicating greater satisfaction and likelihood to recommend the library.
- **Collection Use and Satisfaction:** Improvement in our collections will be measured through increased circulation of physical and digital materials, indicating effective curation and alignment with user needs. Satisfaction will be gauged through annual surveys assessing user perceptions of collection currency and relevance. Tracking usage patterns and collecting qualitative feedback on collection merchandising and displays will further strengthen our understanding of how well the collections meet patron expectations and ensuring a more engaging library experience.
- **Direct Patron Feedback:** Qualitative insights will be collected through annual surveys, program surveys, comment cards, and informal conversations to understand patron satisfaction, identify unmet needs, and capture emotional engagement with the library.
- **Community Stories:** We will actively gather stories, testimonials, and qualitative feedback from community members to better understand their feelings about the library. This will include feedback on how the library has impacted their lives, how it fosters a sense of belonging, and its role in the community. These stories will be collected through online comments, word-of-mouth, and social media interactions.

These combined measures, both quantitative and qualitative, will provide a comprehensive understanding of our progress and success in achieving our strategic objectives.