

Memorial Hall Library, Andover	YEAR 2025
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Goal 1: Lifelong Learning: Provide access to high-quality resources that allow and encourage everyone to explore topics of personal interest

Objectives	Actions	Timeframe for Activity	By Whom
Nurture Collections: maintain and expand comprehensive, relevant, diverse collections in a variety of formats for every reader, viewer, and listener	Oversee a diversity audit of all collections	May 2025	Assistant Director for Collection Management
	Conduct a deep dive into all non-print collections to evaluate continuing support	December 2024	Assistant Director for Collection Management, Collection Managers
	Re-examine our digital preservation needs and workflows	July 2024-December 2024	Coordinator of Reference Services, Local History Librarian
	Update the Collection Development Process	September 2024-November 2024	Assistant Director for Collection Management, Technical Service Staff
Deliver Services: maximize access to the wide variety of services offered	Update remaining library policies	September 2024 – May 2025	Director, Senior Staff, Trustees
	Create a collection of internal procedure documents and make them easily and readily accessible to all staff both in-print, where needed, and online	2024-2025	Assistant Directors, Department Coordinators

	Develop a Continuity of Operations Plan	September 2024	Director, Senior Staff
Implement Programing: provide engaging, educational, and enriching programs for all ages	Design programming to encourage greater use of online resources and training opportunities for patrons new to those resources	January-February 2025	Coordinator of Reference Services
	Research new strategies and programs to encourage literacy, love of books, reading and learning	January-February 2025	Coordinator of Children's Services
Support Staff: maximize the potential of each employee to develop and enhance professional and personal skills and knowledge	Meet with the Town of Andover Coordinator for Diversity, Equity, and Inclusion and Chief People Officer to provide all staff with necessary training	continuous	Director
	Promote training/professional development activities quarterly to encourages all staff to participate in available opportunities	continuous	Director

Goal 2: Community Connection: develop a comprehensive, consistent presence in the community

Objectives	Actions	Timeframe for Activity	By Whom
Community Outreach: engage with the community in formal and informal ways	Explore additional opportunities to expand services to unique groups in our community	January 2025- April 2025	Assistant Director for Borrower Services
	Develop regular methods to gather input and feedback from patrons and the community	March-May 2025	Coordinator of Reference Services

	Evaluate how to offer off-site programming at all levels, adult, teens, and children's while still adequately staffing public service desks	September - October 2024	Assistant Director for Borrower Services, Coordinator of Reference Services, Coordinator of Children's Services, Teen Services Librarians
Community Partnerships: cultivate collaborative community partnerships	Meet with AYS staff to plan additional opportunities to better serve Andover's teens	July 2024 - June 2025	Teen Services Librarians
	Meet with the Robb Center (Elder Services) staff to plan collaborative programming, a satellite library, and creating booklists specifically geared for their population	July 2024 - June 2025	Assistant Director for Collections & Programming & Partnerships Manager
Community Engagement: provide opportunities for civic engagement	Engage additional staff to present at Andover Leadership Academy. Update PowerPoint as needed.	Spring and Fall 2025	Director

Goal 3: User Friendly Facilities: create a space that is welcoming, comfortable, and in line with changes in demographics, climate, and community needs

Objectives	Actions	Timeframe for Activity	By Whom
Space Planning: optimize the building's physical space	Develop a plan to increase shelving and optimize the space in the teen room	March - June 2025	Teen Services Librarians
	Develop a plan for assessing the most efficient way to utilize space in the reference/computer area of level 1 for September CIP submission	July -August 2024	Coordinator of Reference Services, Director

Sustainability: minimize the library's impact on the environment without compromising services	Meet with Town Official to discuss developing the exterior of the north side of the library as an additional library activity space and a community resource	August 2024 – June 2025	Director, Trustees
	Set up a regular schedule of meetings with the Director of Facilities and Sustainability Coordinator to ensure best practices are employed in the building	ongoing	Director, Library Sustainability Committee
	Develop a procedure for the Library Sustainability Committee to promote staff awareness of green initiatives and implement ideas to reduce waste	ongoing	Library Sustainability Committee
Accessibility: provide equal access to the building, programs, services, and technology	Set up a regular schedule of meetings with the Director of Facilities and the Andover Commission on Disabilities to ensure best practices are employed in the building	July 2024-August 2024	Senior Staff

Goal 4: Meaningful Marketing: increase public awareness about the library's collections, programs, and services

Objectives	Actions	Timeframe for Activity	By Whom
Awareness: heighten awareness of the library's vast resources and services by developing a comprehensive communications campaign	Develop a library marketing plan	January – March 2025	Senior Staff, Trustees
	Develop and hold library orientation sessions throughout the year	September 2024 – May 2025	Senior Staff

Brand: ensure the library's brand is widely and consistently recognized	Develop a brand kit for consistent marketing	September 2024 - May 2025	Programming & Partnerships Manager, Assistant Director for Borrower Services
	Identify new marketing strategies to increase library visits, new users, and awareness of library services and offerings	April – June 2025	Senior Staff