

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	Implement purchasing and weeding based on the results of the diversity audit.	FY26	Assistant Director for Collection Management
	Continue cataloging documents from the Andover Room Vertical File and any other uncatalogued materials	FY26	Assistant Director for Collection Management, Local History Cataloging Consultant
	Continue expanding children's room collections to align with the Andover Public Schools literacy curriculum.	FY26	Children's room staff
	Weed the collection on the mezzanine	FY26	Coordinator of Reference Services, Local History Librarian
Deliver Services: maximize access to the wide variety of services offered	Update any remaining library policies and explore new policies that could be added	FY26	Director, Senior Staff, Trustees
Implement Programing: provide engaging, educational, and enriching programs for all ages	Begin offering six programs a year that teach patrons how to use online resources available through the library.	FY26	Coordinator of Reference Services
Support Staff: maximize the potential of each employee to develop and enhance professional and	Encourage staff to participate in Wellness and Social Programs offered by the Town of Andover	Continuous	Director

personal skills and knowledge			
	Promote professional development activities offered by MVLC and MLS.	Continuous	Director, Department Coordinators
	Encourage staff to serve on MHL, MVLC, and MLS committees	Continuous	Director, Department Coordinators

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	Investigate efficacy of identifying new residents and mailing them a "welcome" packet that advertises the library's services. Collaborate with the Town Clerk's Office and the Director of Communications	FY26	Assistant Director for Personnel and Borrower Services
Community Partnerships: cultivate collaborative community partnerships	Work with Elder Services staff to assist the community in becoming dementia friendly	FY26	Director, Assistant Directors, Partnerships and Programming Librarian
Community Engagement: provide opportunities for civic engagement	Explore opportunities to work with the Commission on Diversity, Equity, and Inclusion on civic engagement programming	FY26	Director, Partnerships and Programming Librarian

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
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Space Planning: optimize the building's physical space	Develop a plan to optimize the space in the children's room	FY26	Children's Room Staff, Director
	Develop a plan for assessing the most efficient way to utilize space in the reference/computer area of level 1	FY26	Coordinator of Reference Services, Director
Sustainability: minimize the library's impact on the environment without compromising services	Work on the Action Plan to become a Certified Sustainable Library	FY26	Assistant Director for Personnel and Borrower Services, Sustainability Coordinator
Accessibility: provide equal access to the building, programs, services, and technology	Continue providing accessible programs for populations across the age span	FY26	Coordinator of Children's Services, Teen Services Librarians, Programming and Partnerships Librarian
	Evaluate the library's building, resources, services, and website according to the principles of universal design		Assistant Director for Personnel and Borrower Services

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	Expand the usage of social media and the library webpage to promote long-term and new resources and services	FY26	Social Media Committee and staff posting on the newly designed webpage

Brand: ensure the library's brand is widely and consistently recognized	Explore updating signage throughout the library	FY26	Library Director
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