

Strategic Goal	SMART Objective	What will success for this objective look like?	How will this success be measured?	What is the current or baseline level against which success will be measured?	What is the desired target?	How will data be collected?	Who is responsible for collecting the data?	How often will data be collected and analyzed?
Flexible Spaces Goal 1 Create quiet spaces that support focus and productivity. Initiative : Connect with vendors to analyze strategies for continued acoustics improvements.	Swap comfy chair in Prince Room for table.	Another table in the Prince Room will give those looking for a quiet area a workplace.	Measure usage of the tables in the Prince Room through formal usage count.	No count is currently taken.	An annual increase of usage by 5%.	Pick one day/time a week, where usage of the tables is counted.	Staff as assigned.	Data will be collected weekly with progress reported quarterly.
	Increase usage of the Prince Room as a quiet space by posting a schedule of events on the wall outside of the Prince Room.	Posting an updated weekly schedule that informs patrons when events are hosted in the Prince Room will allow patrons to utilize the space more often.	Measure usage of the tables in the Prince Room through formal usage count.	No count is currently taken.	An annual increase of usage by 5%.	Pick one day/time a week, where usage of the tables is counted.	Staff as assigned.	Data will be collected weekly with progress reported quarterly.
	Review quote for acoustical drop ceiling in Children's Area with vendor.	Installing the necessary material in the children's room which successfully modifies noise.	An updated quote from the vendor will be received by the Jan 2026 with intent that it be reviewed in CIP for FY27, if the FY2026 CIP for drop ceiling does not pass.	The current quote the library has, and the current CIP that has been submitted.	An updated quote after budget season FY25 ends if CIP doesn't pass, and resubmission of CIP if needed in FY 27.	New quote from the vendor.	Director	Monthly after end of FY 25, submitted by Jan 2026
Flexible Spaces Goal 2 Incorporate environmental sustainability. Initiative : Adopt three new ways of being environmentally sustainable within the library facilities.	Reposition recycle bins and trash bins throughout the library.	Patrons will successfully use the correct trash receptacle, the library will reduce our waste amount, increase recycling.	An informal review of where the library is placing in trash vs recycling. Patrons will use appropriate containers for bottle recycling.	No baseline exists.	New trash cans, and new location by the beginning of summer 25.	Speaking with Dave our Facility cleaner. Informal survey of trash.	Director	Weekly for the first quarter after signage implemented.
	Conduct a sustainability audit on 1 budget line.	Identify cost savings or sustainability efforts that could increase efficiency in a budget line.	Either products purchased by the library will shift to more sustainable options, or the budget line will reflect a monetary cost savings.	After picking the budget line, the current level of funding for that line, and the amount typically spent by the end of the FY.	For the new FY26, implement changes to purchasing, identify 1-4 purchases that could be more sustainable.	Invoicing will be tracked and recorded.	Director / Administrative & Customer Service Librarian	Monthly after end of FY 25. Review quarterly.
	Explore staff composting at the library.	The library will introduce a composting program at the library.	Further reduction on the trash the library produces.	All trash goes in the same trash can or a recycling can.	A composting program funded and started by the end of fall 2025.	informal survey of trash.	Director	Weekly for the first quarter after signage implemented.
Flexible Spaces Goal 3 Engage in deliberate assessment and planning for investing in the future of the library facility. Initiative : Work with town administrations and the library expansion committee to collect and analyze data.	Create a detailed list of the physical plant of the library.	A complete list of the physical plant of the library that can be easily referenced and updated.	A complete list.	No list exists.	A list partially complete by 7/1/25. Fully complete by 9/1/2025.	Reviewing past vendors, invoices, and contracts.	Director	Weekly until task complete by 9/1/25.
	Incorporation wayfinding signage in the nonfiction area.	Patrons report success in finding what they need in nonfiction.	Wayfinding signs reported by patrons as being helpful.	Wayfinding signs at the ends of shelf rows.	Signs are purchased for the nonfiction area by end of FY26.	Informal polling of patrons.	All Staff	Weekly for the first quarter after composting implemented.
	Meet with Assistant Town Manager to review physical plant list.	At the end of the meeting the list will be up to date with input from town administration.	A complete list with town administration input.	No list exists.	A list reviewed by the end of Sept 2025	Speaking with Asst. Town Manager.	Director	Via 1 or 2 meetings. Finalized report of physical plant by 11/2025.
Engage & Connect Goal 1 Weave the library's presence into the community. Initiative : Deepen and expand community and municipal partnerships.	Establish two new community or municipal partnerships.	The library will have two new partnerships.	The partnerships should result in either an event, cosponsored program, or effort.	The library currently has several partnerships.	Two new partnerships by end of FY 26.	Check in with Outreach Librarian quarterly.	Director or Outreach Librarian	Monthly as needed until complete.
Engage & Connect Goal 1 Weave the library's presence into the community. Initiative : Broaden the	Connect with assisted Living Places/Senior Housing, like Drowne Rd, Heron House, The Mooring. (-Host Adults and Children reading together. Adult Read-aloud.)	The library will hold events at assisted living facilities in the area.	The recording of new events hosted in the event tracking sheet.	The library has only held minimal events at assisted living facilities.	The library will host at least 13 events annually at assisted living facilities.	Annual event statistics.	Staff as assigned.	Monthly as needed until complete.

library's reach and recognition by expanding into places outside of the library's walls.	Send a PML Welcome Packet to new residents	The library will have names of new residents to send welcome packets to.	The number of packets sent or given out.	The library does not hand out welcome packets at this time. Population estimates for 2023 8754, for 2020 are 8471. Avg annual new resident estimate of 70.	The library will mail or give out around 25 new resident welcome packets annual starting in Mar 2026.	Program details will be reported in writing.	Marketing and Communications Librarian	Monthly as needed until complete.
Engage & Connect Goal 1 Weave the library's presence into the community. Initiative : Promote stronger social connections in an effort to reduce isolation.	Gather information to identify areas of isolation in our community.	Areas of isolation will be identified.	A completed study.	A federal level report exists.	A completed study by January 2026.	Reviewing scholarly articles, official demographic data, local orgs and survey.	Director	Monthly as needed until report is complete by Jan 2026.
	Host a Coffee House.	Host a coffee house style event.	An event is hosted.	The library doesn't host this event.	An event hosted in the winter 2026.	Annual event statistics.	Staff as assigned.	Monthly as needed until complete.
Trusted & Responsive Goal 1 Foster inclusion and a sense of belonging. Initiative : Ensure the library building is welcoming and easy to use	Fix the entry door where it meets the threshold. Barrier to wheelchair users.	A new door threshold.	A new threshold.	The current threshold is 1/2 inch.	A new threshold by summer 2025.	A visual inspection and informal report by staff.	Director	Monthly as needed until complete.
Trusted & Responsive Goal 2 Offer reliable emergency services (wi-fi, power, heat, cooling). Initiative : Explore policy and procedures that would need to be adopted to designate the library as an emergency shelter.	Review state level or federal level requirements for becoming an emergency shelter.	A list of requirements needed to be an emergency shelter.	A completed study.	There is no list.	Mar 2026.	Relevant official documentation.	Director	Monthly as needed until report is complete by Mar 2026.
Trusted & Responsive Goal 2 Offer reliable emergency services (wi-fi, power, heat, cooling). Initiative : Explore activities that would make the library a more reliable place of shelter during weather events or power outage.	Spontaneous pj day for weather events to remove the potential barrier of not able to shower, etc.	Staff will be supportive of dressing casually on days where we have weather events that knock out power.	Staff support the measure.	The staff don't currently do this.	Staff will wear pjs, if they want to, on next extended power outage weather day.	Informal staff and patron survey.	Director	As needed per storm.
	Cost estimate to switch to fiber internet.	An estimated cost to review for FY27.	A quote from our vendor or another vendor.	The library is currently on standard internet.	A cost proposal presented for the FY27 budget.	Contact with vendor.	Director	Monthly as needed until complete.
Trusted & Responsive Goal 2 Incorporate environmental sustainability. Initiative: Host new public events focused on environmental sustainability.	Compost - garbage to garden drop off like North Yarmouth.	Have a cost estimate to host drop off bins with Garbage to Garden.	Adoption or rejection of the concept.	The town has no composting program.	Have a cost estimate by Jan 2026.	Contact with vendor.	Director	Monthly as needed until report is complete by Jan 2026.
	Upload sustainability event videos to YouTube or webpage listing all of those under the sustainability heading with links.	The website has clearer wayfinding for sustainability recordings.	By views of the videos increasing.	Videos are currently linked on the website.	Videos will be shared and more easily found by Sept 2025.	Video view statistics.	Staff as assigned.	Monthly as needed until complete.
Learn & Discover Goal 1 Serve as a neutral, reliable hub for civic discourse. Initiative : Host conversations and speakers that bridge differences of opinions.	Create a series surrounding "hot-button" topics that encourages group discussion. Invite facilitators with a knowledge-base for the topic to assist in facilitation.	Host a facilitated discussion on a hot button topic.	An event is hosted.	We host events once or twice a year.	A new event in the spring of 2026.	Annual event statistics.	Staff as assigned.	Monthly as needed until complete.
	Form a book group surrounding "hot-button" topics. Pair a nonfiction book with a fiction book that centers around a certain topic. This gives a framework for discussion.	Host a book group with a fiction and nonfiction book around a hot button topic.	A book group is hosted.	We host a social topics book group.	A new event hosted in the winter of 2025.	Annual event statistics.	Staff as assigned.	Monthly as needed until complete.
Learn & Discover Goal 2 Satisfy the depth and breadth of our community's curiosity. Initiative: Empower people with the skills needed to be information literate.	Short videos that demonstrate simple tasks (e.g. Accessing Consumer Reports online).	Short recordings available to the public on how to use digital resources.	Videos are created.	No videos exist at this time	Record the first video by the next quarter with a new one made each quarter.	Video view statistics.	Staff as assigned.	Monthly as needed until complete.

Learn & Discover Goal 3 Satisfy the depth and breadth of our community's curiosity. Initiative: Expand digital collections to ensure broad accessibility.	Review cloudLibrary PPU costs/usage.	A cost breakdown of PPU costs verses usage.	Cost verses usage	No study exists at this time.	Have a review completed by Feb 2026	Invoicing and usage will be tracked and recorded.	Director	Monthly as needed until complete.
	Review actions needed to purchase into Overdrive/Libby.	An estimated cost to join Overdrive/Libby	A quote from the vendor.	No quote exists.	Have a cost estimate by Jan 2026.	New quote from the vendor.	Director	Monthly as needed until complete.
Learn & Discover Goal 3 Satisfy the depth and breadth of our community's curiosity. Initiative: Curate a diverse collection of materials (books, periodicals, movies, Library of Things, etc.).	Diversity audits of our physical materials.	Conduct at least 1 diversity audit of a collection.	An audit is completed.	No audits have ever been done.	Complete an audit by Jun 2026.	All new materials will be counted and classified	Staff as assigned.	Monthly as needed until complete.
	Run reports on adult nonfiction circulation to generate data on what sorts of topics people are reading about/interested in. From that information, we can try to target programming that involves those topics of interest.	Host a program based off an audit of the nonfiction collection.	An event is hosted.	No event occurs at this time.	Host an event by Jun 2026.	Annual event statistics.	Staff as assigned.	Monthly as needed until complete