

PRINCE MEMORIAL LIBRARY STRATEGIC PLAN FY2025-FY2027
YEAR 1 OBJECTIVES

STRATEGIC GOAL: FLEXIBLE SPACES	
Goal 1: Create quiet spaces that support focus and productivity. Initiative: Connect with vendors to analyze strategies for continued acoustics improvements.	
SMART OBJECTIVE: Swap comfy chair in Prince Room for table.	
What will success for this objective look like? Another table in the Prince Room will give those looking for a quiet area a workplace.	How will this success be measured? Measure usage of the tables in the Prince Room through formal usage count.
What is the current or baseline level against which success will be measured? No count is currently taken.	What is the desired target? An annual increase of usage by 5%.
How will data be collected? Pick one day/time a week, where the usage of the tables is counted.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Data will be collected weekly with progress reported quarterly.	
SMART OBJECTIVE: Increase usage of the Prince Room as a quiet space by posting a schedule of events on the wall outside of the Prince Room.	
What will success for this objective look like? 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.	How will this success be measured? Measure usage of the tables in the Prince Room through formal usage count.
What is the current or baseline level against which success will be measured? No count is currently taken.	What is the desired target? An annual increase of usage by 5%.
How will data be collected? Pick one day/time a week, where usage of the tables is counted.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed?	

Data will be collected weekly with progress reported quarterly.	
SMART OBJECTIVE: Review quote for acoustical drop ceiling in Children's Area with vendor.	
What will success for this objective look like? Installing the necessary material in the children's room which successfully modifies noise.	How will this success be measured? An updated quote from the vendor will be received by the Jan 2026 with the intent that it be reviewed in CIP for FY27, if the FY2026 CIP for drop ceiling does not pass.
What is the current or baseline level against which success will be measured? The current quote the library has, and the current CIP that has been submitted.	What is the desired target? An updated quote after budget season FY25 ends if CIP doesn't pass, and resubmission of CIP if needed in FY 27.
How will data be collected? New quote from the vendor.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly after end of FY 25, submitted by Jan 2026.	
Goal 2: Incorporate environmental sustainability. Initiative: Adopt three new ways of being environmentally sustainable within the library facilities.	
SMART OBJECTIVE: Reposition recycle bins and trash bins throughout the library.	
What will success for this objective look like? Patrons will successfully use the correct trash receptacle, the library will reduce our waste amount, increase recycling.	How will this success be measured? An informal review of where the library is placing in trash vs recycling. Patrons will use appropriate containers for bottle recycling.
What is the current or baseline level against which success will be measured? No baseline exists.	What is the desired target? New trash cans, and new location by the beginning of summer 25.
How will data be collected? Speaking with Dave our Facility cleaner. Informal survey of trash.	Who is responsible for collecting the data? Director

How often will data be collected and analyzed?	
Weekly for the first quarter after signage implemented.	
SMART OBJECTIVE: Conduct a sustainability audit on 1 budget line.	
What will success for this objective look like? Identify cost savings or sustainability efforts that could increase efficiency in a budget line.	How will this success be measured? Either products purchased by the library will shift to more sustainable options, or the budget line will reflect a monetary cost savings.
What is the current or baseline level against which success will be measured? After picking the budget line, the current level of funding for that line, and the amount typically spent by the end of the FY.	What is the desired target? For the new FY26, implement changes to purchasing, identify 1-4 purchases that could be more sustainable.
How will data be collected? Invoicing will be tracked and recorded.	Who is responsible for collecting the data? Director / Administrative & Customer Service Librarian
How often will data be collected and analyzed?	
Monthly after end of FY 25. Review quarterly.	
SMART OBJECTIVE: Explore staff composting at the library.	
What will success for this objective look like? The library will introduce a composting program at the library.	How will this success be measured? Further reduction on the trash the library produces.
What is the current or baseline level against which success will be measured? All trash goes in the same trash can or a recycling can.	What is the desired target? A composting program funded and started by the end of fall 2025.
How will data be collected? informal survey of trash.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed?	
Weekly for the first quarter after signage implemented.	

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.

SMART OBJECTIVE: Create a detailed list of the physical plant of the library.

What will success for this objective look like?

A complete list of the physical plant of the library that can be easily referenced and updated.

How will this success be measured?

A complete list.

What is the current or baseline level against which success will be measured?

No list exists.

What is the desired target?

A list partially complete by 7/1/25. Fully complete by 9/1/2025.

How will data be collected?

Reviewing past vendors, invoices, and contracts.

Who is responsible for collecting the data?

Director

How often will data be collected and analyzed?

Weekly until task complete by 9/1/25.

SMART OBJECTIVE: Incorporation wayfinding signage in the nonfiction area.

What will success for this objective look like?

Patrons report success in finding what they need in nonfiction.

How will this success be measured?

Wayfinding signs reported by patrons as being helpful.

What is the current or baseline level against which success will be measured?

Wayfinding signs at the ends of shelf rows.

What is the desired target?

Signs are purchased for the nonfiction area by end of FY26.

How will data be collected?

Informal poll of patrons.

Who is responsible for collecting the data?

All staff.

How often will data be collected and analyzed?

Weekly for the first quarter after composting implemented.

SMART OBJECTIVE: Meet with Assistant Town Manager to review physical plant list.	
What will success for this objective look like? At the end of the meeting the list will be up to date with input from town administration.	How will this success be measured? A complete list with town administration input.
What is the current or baseline level against which success will be measured? No list exists.	What is the desired target? A list reviewed by the end of Sept 2025
How will data be collected? Speaking with Asst. Town Manager.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Via 1 or 2 meetings. Finalized report of physical plant by 11/2025.	
STRATEGIC GOAL: ENGAGE & CONNECT	
Goal 1 Weave the library's presence into the community. Initiative: Deepen and expand community and municipal partnerships.	
SMART OBJECTIVE: Establish two new community or municipal partnerships.	
What will success for this objective look like? The library will have two new partnerships.	How will this success be measured? The partnerships should result in either an event, cosponsored program, or effort.
What is the current or baseline level against which success will be measured? The library currently has several partnerships.	What is the desired target? Two new partnerships by end of FY 26.
How will data be collected? Check in with Outreach Librarian quarterly.	Who is responsible for collecting the data? Director or Outreach Librarian
How often will data be collected and analyzed? Monthly as needed until complete.	
Goal 1 Weave the library's presence into the community. Initiative: Broaden the library's reach and recognition by expanding into places outside of the library's walls.	

SMART OBJECTIVE: Connect with assisted Living Places/Senior Housing, like Drowne Rd, Heron House, The Mooring. (-Host Adults and Children reading together. Adult Read-aloud.)	
What will success for this objective look like? The library will hold events at assisted living facilities in the area.	How will this success be measured? The recording of new events hosted in the event tracking sheet.
What is the current or baseline level against which success will be measured? The library has only held minimal events at assisted living facilities.	What is the desired target? The library will host at least 13 events annually at assisted living facilities.
How will data be collected? Annual event statistics.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Monthly as needed until complete.	
SMART OBJECTIVE: Send a PML Welcome Packet to new residents.	
What will success for this objective look like? The library will have names of new residents to send welcome packets to.	How will this success be measured? The number of packets sent or given out.
What is the current or baseline level against which success will be measured? 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.	What is the desired target? The library will mail or give out around 25 new resident welcome packets annual starting in Mar 2026.
How will data be collected? Program details will be reported in writing.	Who is responsible for collecting the data? Marketing and Communications Librarian
How often will data be collected and analyzed? Monthly as needed until complete.	
Goal 1 Weave the library's presence into the community. Initiative: Promote stronger social connections in an effort to reduce isolation.	
SMART OBJECTIVE: Gather information to identify areas of isolation in our community.	

What will success for this objective look like? Areas of isolation will be identified.	How will this success be measured? A completed study.
What is the current or baseline level against which success will be measured? A federal level report exists	What is the desired target? A completed study by January 2026.
How will data be collected? Reviewing scholarly articles, official demographic data, local orgs, and survey.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly as needed until report is complete by Jan 2026.	
SMART OBJECTIVE: Host a Coffee House.	
What will success for this objective look like? Host a coffee house style event.	How will this success be measured? An event is hosted.
What is the current or baseline level against which success will be measured? The library doesn't host this event.	What is the desired target? An event hosted in the winter 2026.
How will data be collected? Annual event statistics.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Monthly as needed until complete.	
STRATEGIC GOAL: TRUSTED & RESPONSIVE	
Goal 1: Foster inclusion and a sense of belonging. Initiative: Ensure the library building is welcoming and easy to use	
SMART OBJECTIVE: Fix the entry door where it meets the threshold. Barrier to wheelchair users.	
What will success for this objective look like?	How will this success be measured?

A new door threshold.	A new threshold
What is the current or baseline level against which success will be measured? The current threshold is 1/2 inch.	What is the desired target? A new threshold by summer 2025.
How will data be collected? A visual inspection and informal report by staff.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly until complete.	
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.	
SMART OBJECTIVE: Review state level or federal level requirements for becoming an emergency shelter.	
What will success for this objective look like? A list of requirements needed to be an emergency shelter.	How will this success be measured? A completed study.
What is the current or baseline level against which success will be measured? There is no list.	What is the desired target? Mar 2026
How will data be collected? Relevant official documentation.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly as needed until report is complete by Mar 2026.	
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.	
SMART OBJECTIVE: Spontaneous pj day for weather events to remove the potential barrier of not able to shower, etc.	
What will success for this objective look like?	How will this success be measured?

Staff will be supportive of dressing casually on days where we have weather events that knock out power.	Staff support the measure.
What is the current or baseline level against which success will be measured? The staff don't currently do this.	What is the desired target? Staff will wear pjs, if they want to, on next extended power outage weather day.
How will data be collected? Informal staff and patron survey.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? As needed per storm.	
SMART OBJECTIVE: Cost estimate to switch to fiber internet.	
What will success for this objective look like? An estimated cost to review for FY27.	How will this success be measured? A quote from our vendor or another vendor.
What is the current or baseline level against which success will be measured? The library is currently on standard internet.	What is the desired target? A cost proposal presented for the FY27 budget.
How will data be collected? Contact with vendor.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly as needed until complete.	
Goal 2: Incorporate environmental sustainability. Initiative: Host new public events focused on environmental sustainability.	
SMART OBJECTIVE: Compost - garbage to garden drop off like North Yarmouth.	
What will success for this objective look like? Have a cost estimate to host drop off bins with Garbage to Garden.	How will this success be measured? Adoption or rejection of the concept.
What is the current or baseline level against which success will be measured?	What is the desired target?

The town has no composting program.	Have a cost estimate by Jan 2026.
How will data be collected? Contact with vendor.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed? Monthly as needed until report is complete by Jan 2026.	
SMART OBJECTIVE: Upload sustainability event videos to YouTube or webpage listing all of those under the sustainability heading with links.	
What will success for this objective look like? The website has clearer wayfinding for sustainability recordings.	How will this success be measured? By views of the videos increasing.
What is the current or baseline level against which success will be measured? Videos are currently linked on the website.	What is the desired target? Videos will be shared and more easily found by Sept 2025.
How will data be collected? Video view statistics.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Monthly as needed until completed.	
STRATEGIC GOAL: LEARN & DISCOVER	
Goal 1: Serve as a neutral, reliable hub for civic discourse. Initiative: Host conversations and speakers that bridge differences of opinions.	
SMART OBJECTIVE: Create a series surrounding "hot-button" topics that encourages group discussion. Invite facilitators with a knowledge-base for the topic to assist in facilitation.	
What will success for this objective look like? Host a facilitated discussion on a hot button topic.	How will this success be measured? An event is hosted.
What is the current or baseline level against which success will be measured? We host events once or twice a year.	What is the desired target? A new event in the spring of 2026.
How will data be collected?	Who is responsible for collecting the data?

Annual event statistics.	Staff as assigned.
How often will data be collected and analyzed?	
Monthly as needed until complete.	
SMART OBJECTIVE: 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.	
What will success for this objective look like? Host a book group with a fiction and nonfiction book around a hot button topic.	How will this success be measured? A book group is hosted.
What is the current or baseline level against which success will be measured? We host a social topics book group.	What is the desired target? A new event hosted in the winter of 2025.
How will data be collected? Annual event statistics.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed?	
Monthly as needed until complete.	
Goal 2: Satisfy the depth and breadth of our community's curiosity. Initiative: Empower people with the skills needed to be information literate.	
SMART OBJECTIVE: Short videos that demonstrate simple tasks (e.g. Accessing Consumer Reports online).	
What will success for this objective look like? Short recordings available to the public on how to use digital resources.	How will this success be measured? Videos are created.
What is the current or baseline level against which success will be measured? No videos exist at this time	What is the desired target? Record the first video by the next quarter with a new one made each quarter.
How will data be collected? Video view statistics.	Who is responsible for collecting the data? Staff as assigned.

How often will data be collected and analyzed?	
Monthly as needed until complete.	
Goal 3: Satisfy the depth and breadth of our community's curiosity. Initiative: Expand digital collections to ensure broad accessibility.	
SMART OBJECTIVE: Review cloudLibrary PPU costs/usage.	
What will success for this objective look like? A cost breakdown of PPU costs verses usage.	How will this success be measured? Cost verses usage
What is the current or baseline level against which success will be measured? No study exists at this time.	What is the desired target? Have a review completed by Feb 2026
How will data be collected? Invoicing and usage will be tracked and recorded.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed?	
Monthly as needed until complete.	
SMART OBJECTIVE: Review actions needed to purchase into Overdrive/Libby.	
What will success for this objective look like? An estimated cost to join Overdrive/Libby	How will this success be measured? A quote from the vendor.
What is the current or baseline level against which success will be measured? No quote exists.	What is the desired target? Have a cost estimate by Jan 2026.
How will data be collected? New quote from the vendor.	Who is responsible for collecting the data? Director
How often will data be collected and analyzed?	
Monthly as needed until complete.	

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.).	
SMART OBJECTIVE: Diversity audits of our physical materials.	
What will success for this objective look like? Conduct at least 1 diversity audit of a collection.	How will this success be measured? An audit is completed.
What is the current or baseline level against which success will be measured? No audits have ever been done.	What is the desired target? Complete an audit by Jun 2026.
How will data be collected? All new materials will be counted and classified	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Monthly as needed until complete.	
SMART OBJECTIVE: 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.	
What will success for this objective look like? Host a program based off an audit of the nonfiction collection.	How will this success be measured? An event is hosted.
What is the current or baseline level against which success will be measured? No event occurs at this time.	What is the desired target? Host an event by Jun 2026.
How will data be collected? Annual event statistics.	Who is responsible for collecting the data? Staff as assigned.
How often will data be collected and analyzed? Monthly as needed until complete.	