

# MOOERS FREE LIBRARY STRATEGIC PLAN | 2019 - 2024

*Five primary goals will guide the library over the next five years. The Board will evaluate progress on a regular basis.*

**Goal 1:** Finalize storage and grounds needs, enabling full use of community room and park space

- 1a. Use grants and contributions towards purchase of a storage shed
- 1b. Use grants and contributions towards purchase of a gazebo

**Goal 2:** Implement an outreach and engagement plan for the town and its citizens

- 2a. Programs for Children/Teens
- 2b. Programs for Adults, etc. - Writing Club, Book Club
- 2c. Partnerships with other educational and community organizations that align with the library's goals and objectives

**Goal 3:** Build and curate collections that serve our local Community

- 3a Increase collection of materials including books, e-books, audiobooks, etc.
- 3b art collection

**Goal 4:** Raising the profile of the library as a forward-looking cultural and information hub

- 4a Utilize various forms of social media and website to market services
- 4b. Provide opportunities for staff to participate in technology training
- 4c Increase patronage

**Goal 5:** Ensure the library's financial sustainability into the future

- 5a Write grants and sponsor fundraising activities
- 5b. Build an electronic database of donors