



MOULTONBOROUGH PUBLIC LIBRARY

2025 - 2030 Strategic Plan

Mission

The Moultonborough Public Library serves as the heart of the community providing access to resources and opportunities for learning, enjoyment, and community connections.

Community Needs

The strategic goals and actions outlined in this plan reflect the needs and desires of the Moultonborough Community, as identified through a survey completed by the University of New Hampshire Survey Center in 2024.

[Survey: Executive Summary](#)

[Survey: Full Results](#)

Adopted by the Moultonborough Public Library Board of Trustees and Library Director

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Goals

1) Provide outstanding service to the community

A. Hire, train, reward, retain, and empower a highly qualified staff

Actions:

- Provide quality professional development opportunities for staff
- Promote staff participation in professional associations
- Provide regular safety training for all staff
- Explore ways to motivate staff
- Gather staff input on space needs and working environment
- Explore new ways to attract and retain staff
- Evaluate staffing levels and ensure adequate staffing for both front line customer service and background projects
- Explore improved ways for the public to connect with staff

B. Enhance access to library services in ways that are meaningful to patrons

Actions:

- Identify ways for patrons to access to all of the library's services or resources in their preferred method or ability
- Explore ways to identify and reach non-library users to address unmet community needs
- Explore programs and services provided in a variety of means, including out in the community, in-person, and virtually
- Explore efficient and effective means for patrons to request loans from other libraries
- Consider other offerings, including new (most effective) hours of operation, disaster preparedness, and after-hours pick-up lockers

C. Provide an inclusive, welcoming, accessible environment

Actions:

- Evaluate and optimize accessibility for those with disabilities and requiring special accommodations
- Provide inclusive displays, exhibits, speakers, and programs
- Emphasize staff focus on providing a friendly, welcoming library experience for patrons
- Evaluate, and amend if needed, library policies and procedures to ensure inclusivity and accessibility
- Assess equipment needs for staff or public access
- Evaluate space usage, and signage
- Update decor to be attractive and harmonious, while accommodating all needs

2) Provide access to a rich collection of library materials

A. Continually optimize the quality and selection of materials in the library's collection

Actions:

- Offer patrons unfettered access to a wide variety of information in varying formats in accordance with the library's circulation policy
- Ensure an up-to-date collection through regular purchasing and weeding of all collections
- Endeavor to provide adequate funding to create and maintain a current and engaging collection, taking into consideration the rising costs of materials

B. Monitor and respond to preference trends for material formats

Actions:

- Identify areas of the collection that need to be updated more frequently given patron needs and interests
- Provide resources for different reading preferences and abilities - print, audio, digital, and others
- Provide education on using technologies to access the collection

C. Increase access to and usage of library resources

Actions:

- Explore new ways to advertise and promote databases and digital services to current and potential library users, and provided educational opportunities
- Provide education to staff and patrons about state and national services for the blind
- Evaluate shelving condition and space needs

D. Provide new ways to connect readers to books through professional recommendations

- Advertise reading recommendations resources and hold informational and instructional classes
- Explore reading recommendations newsletter services
- Utilize ILS book discovery aspects
- Provide displays with a variety of perspectives

E. Evaluate and improve access to Moultonborough History materials

Actions:

- Update catalog records for Heritage Room and Vertical Files items
- Digitize local history materials
- Promote local history materials available through the library

F. Evaluate Library of Things collection

Actions:

- Improve promotion of Library of Things collection
- Strengthen the Library of Things collection

3) Offer relevant programming reflecting a broad range of topics to enhance learning, enjoyment, and connection

- A. Offer programs with varied subject matter that appeal to different patron audiences, including educational programs and series that support lifelong learning

Actions:

- Focus on gardening and the outdoors, literature and authors, wellness, local history and local issues, and technology
- Strengthen programs for youth, in particular those for middle school and teens audiences
- Continue to expand collaboration with local organizations to offer locally-relevant programming
- Expand live arts entertainment events

- B. Host events that encourage socialization and engagement among community members

Actions:

- Facilitate local issue discussions and candidate forums
- Evaluate and strengthen library programs that encourage dialogue

- C. Conduct ongoing process for reviewing and offering programs with community appeal

Actions:

- Create intentional, proactive process for selecting programs that reflect the interests of various audience groups
- Regularly solicit feedback from program attendees in order to refine future programming

4) Enhance communications and engagement with the community

- A. Identify and implement communication that increases engagement and usage of library services and programs

Actions:

- Explore the use of emerging technologies for outreach and communication
- Identify enhancements to existing communication including monthly newsletter, website, and exterior signage
- Explore opportunities to collaborate with the Town to provide access to wifi and technology throughout town
- Enhance promotion of upcoming programs to maximize awareness and attendance

- B. Engage in outreach that communicates library services to underrepresented groups

Actions:

- Identify new locations for promotion of services (places and media)
- Explore programming to reach underrepresented groups, including young families, remote workers, and new adults

- C. Provide donor opportunities and implement a recognition program

Actions:

- Create "How to Give" narrative that is communicated broadly through multiple channels
- Create a recognition program featured in a variety of communications channels
- Consider installation of a major donor board
- Liaise with the Friends of the Moultonborough Library in targeted fundraising efforts
- Appoint responsibility for soliciting donations

5) Continually maintain and optimize the library building and grounds

A. Facilitate major component repairs and replacements

Actions:

- Maintain an up-to-date Capital Improvement Plan to replace major components, including HVAC, and the roof
- Carry out infrastructure and energy audit
- Perform a safety and accessibility assessment
- Develop a plan for interior and exterior painting

B. Complete facility enhancements

Actions:

- Consider installing a backup generator
- Evaluate and ensure adequate workspace for staff
- Evaluate need for public-use technology and locate in the best location
- Refurbish the four public toilet rooms, ensuring full ADA compliance where possible
- Soundproof meeting and program spaces where feasible
- Evaluate and eliminate potential safety concerns, including lighting, heating and cooling, air quality, and prevention of hazards

C. Track regular maintenance and cleaning

Actions:

- Evaluate current routine cleaning services
- Ensure annual and biannual cleanings are completed, including windows, floors, carpet washing, air duct cleaning, and power-washing of exterior

D. Improve welcoming environment and use of space

Actions:

- Evaluate staff desk in the Fireplace Room and how space can be best utilized
- Make cosmetic updates, including new furniture, fresh paint, and new carpeting
- Evaluate lighting in the youth area to ensure adequate lighting in all spaces
- Consider 'temperature' change of LED lighting to a warmer tone, if feasible
- Update program room furniture and improve the room's lighting and audio-visual equipment

E. Enhance curb appeal and usage of the library's grounds and outdoor space

Actions:

- Research the options for a more permanent outdoor venue for presentations and other programs that is reservable in warmer months
- Consider installation of additional shade under the existing pergola and/or the addition of a hardtop pergola to protect from sun and light showers
- Add additional exterior outlets for computers, phone chargers, AV equipment etc.
- Evaluate parking needs and address limitations including the possibility of adding 1 or 2 accessible spaces
- Correct the issue of puddles and ice forming at the bottom of the wheelchair ramp
- Replace exterior lighting on original building entrance