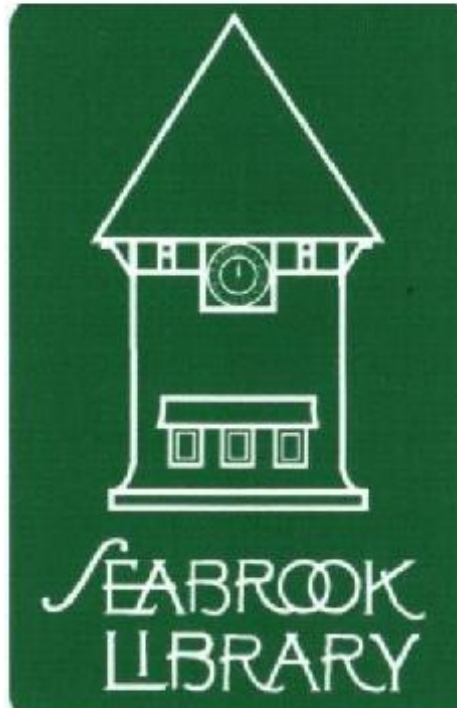


Strategic



Plan

2024 - 2027

Introduction:

Creating a strategic plan is essential to ensure the library's long-term success and relevance within the community. The Library's strategic plan is a blueprint that will guide the library toward its long-term goals and objectives.

The document outlines the Library's mission, vision, and core values, serving as a compass for all its actions and initiatives. The strategic plan sets clear goals and defines the strategies necessary to achieve them.

Community Profile:

Seabrook is a coastal town located in Rockingham County. Seabrook has a rich history dating back to its colonial roots when it was a part of Salisbury MA & Hampton, NH, and incorporated in 1768. Over the years the town has evolved from a farming and fishing community into a more diversified economy. Seabrook has a population of 8437 as of the 2020 census.

Mission Statement: The Seabrook Library's mission is to empower individuals of all ages to learn, explore, and grow through our collections, programs, and services.

Vision Statement: Growing a welcoming, engaged, connected community.

Strategic Planning Community Response Analysis:

Over 95% of respondents expressed the belief that the library is a vital resource for the community and expressed satisfaction with the current level of service.

A vast majority of respondents visit the library several times a month. The top reasons for visiting the library are:

- Check out the materials.
- Utilize available meeting room spaces.
- Attend library programs.
- Receive assistance from library staff.

The key considerations for the future are the availability of spaces for meetings and gatherings, access to downloadable materials, and the development of engaging and relevant programs for all ages. Along with strengthening partnerships and collaborations with the community.

Strategic Goals and Objectives:

Goal 1: Create a Welcoming space: The library is a trusted, safe place for every member of the community that is inviting, easy to use, and a destination for community gatherings.

Objectives:

Foster a sense of belonging and inclusivity within the library. Host events, workshops, and activities that appeal to diverse patrons, including children, teens, adults, and seniors.

Ensure that the physical space is welcoming, comfortable, and accessible to all. Regularly assess and update the layout, furniture, and signage to create a more inviting atmosphere.

Train staff to deliver outstanding customer service while assisting patrons.

Strategic Initiatives for Achieving Goals and Objectives:

Revitalize the Library's lobby and community message board to create an inviting first impression of the Library and its services.

Create spaces for quiet study or contemplation for a variety of group sizes throughout the building.

Develop programming that improves digital literacy for all ages.

Maintain and upgrade the technology available in the library.

Goal 2: Access: The library supports the efforts of all Seabrook residents to live rich lives by providing access to traditional and digital resources equitably and inclusively.

Objectives:

Emphasize open and easy access to traditional and digital library collections in all formats.

Promote digital literacy by providing access to a variety of modern technologies.

Encourage the joy of learning.

Strategic Initiatives for Achieving Goals and Objectives:

Ensure that everyone has equal access to valuable information and resources.

Promote community-wide digital literacy by providing access to a variety of modern technology and staff support.

Encourage the joy of learning as a lifelong habit.

Offer staff training in digital literacy to increase the quality of support offered to community members.

Goal 3: Connect: The library serves as a hub of Seabrook Life, connecting residents to staff, Community partners, and each other.

Objectives:

Cultivate and deepen partnerships with all organizations and individuals seeking to enhance and empower the community.

Creatively promote the full spectrum of library services to increase awareness.

Offer programs for all ages that inform, entertain, and build relationships, so that the library serves as a community destination.

Strategic Initiatives for Achieving Goals and Objectives:

Increase program offerings for adults.

Increase presence on social media platforms as a marketing strategy.

Maintain the library website as our online “branch” with of-the-moment information and items of interest.

Evaluation and Assessment Of Key Performance Indicators:

Increased foot traffic within the building.

Patrons report feeling welcomed in the library.

Increase the use of library spaces.

Patrons report ease of locating items of interest when browsing the stacks.

Patrons reported the collection is easy to use.

Increased circulation of materials on display.

Staff is more confident when assisting patrons with technology.

Increase in circulation.

Increase in access to digital materials.

Increased program attendance.

Increase followers on social media.

Increase in website visits.

Patrons report the website as a must-use tool for information about the Library.

Adopted 1/9/2024 – Seabrook Library Trustees.