

# MPL STRATEGIC PLAN PRIORITIES & GOALS, 2023-2028



## Access, Service, & Welcoming Environment

Rethink some of our physical & online spaces to ensure they are accessible & inviting; offer services to lesser-served populations; seek funding to expand hours of operation; & more

## Outreach

Send welcome packets to new residents & families of newborns; offer more education about library collections; help more residents get library cards; provide translated brochures, & more

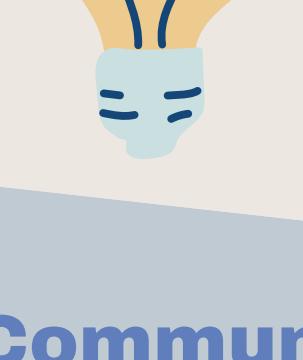


## Programming

Offer pop-up activities, teen nights, & health, climate change, & small business topics; expand diversity of content & representation; focus on effective marketing; seek funding for more Saturday programs

## Collections

Expand commitment to diversity of content & representation; seek more specific patron recommendations; grow the Library of Things & public's awareness of it



## Staff

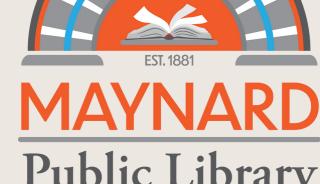
Seek funding for two more part-time staff to expand hours & programs; ensure that staff take advantage of professional development opportunities; support field trips to generate ideas & solutions

## Community Connections

Expand existing community partnerships & develop new ones; offer programs on town issues; help promote community-based news providers, & more



Learn more at  
[maynardpubliclibrary.org/sp](http://maynardpubliclibrary.org/sp)



**MAYNARD**

Public Library

# MPL STRATEGIC PLAN

# MISSION, VISION, & VALUES

## Mission

We offer free and welcoming spaces that foster discovery, community connections, and access to diverse resources.

## Vision

A place where people want to spend their time, with resources both on-site and online that they are excited to use

A library that is easily accessible for patrons with a variety of needs—one that doesn't present obstacles to accessing resources

A library that helps make community members feel more connected to one another and serves as a place to find community information

A town in which at least half of the residents have a Library card and at least 75% of community members surveyed know that the Library is available to them and are aware of Library resources that are relevant to them

Library staff, programming, and hours that are strengthened by enhanced budget support from the town

## Values

Excellent and equitable service to patrons

Welcoming and neighborly environment

Accessibility of spaces and resources

Accurate information

Open-mindedness and compassion

Patrons who do not leave "empty handed"