



Amherst Town Library

Professional service with a personal touch

Strategic Plan 2022





Mission

The Amherst Town Library enhances quality of life for Amherst residents.

We are an accessible resource for people of all ages and backgrounds, and are committed to caring, innovation, quality, and professionalism.

Vision

By connecting people, stories and ideas, we enrich people's lives. We support informational, educational and recreational needs by providing a diverse collection in a variety of formats, as well as various types of programs for all ages. Our facility and technology infrastructure support both individual and collective use. We engage with the community to ensure that our services are responsive to their changing needs.



Our Priorities



Fostering early literacy and a lifelong love of reading.



Providing engaging, interesting, and entertaining opportunities to learn and recreate.



Enhancing and affirming a sense of community.

Overview

- open to the public 61 hours/ week
- physical collection of 55k items + eMaterials, museum passes, ILL, GMILCS
- 21 staff (7 f/t, 8 p/t, 6 pages)
- research services, bookclub assistance, local history, article retrieval
- computers, printers, wifi, copier, fax, microfilm, notary
- educational and recreational programs and events for children, teens, and adults
- public meeting room space

STRENGTHS

- Mont Vernon School Care for AMS/SHS Employee in Town Cards
- Staff - curious about Tech + culture trends. Flexible. Service oriented.
- Newsletters
- Readers Advisory
- Social media: Tech to do so
- Storytimes/Youth programming
- professional network
- Incredible teamwork. Friendly, helpful, engaged team!
- customer service
- welcoming environment. staff building garden
- COMMUNITY INTEGRATION
- Diverse collections "something for everyone"
- pedagogic strategy in early stages
- # of program opportunities
- ABILITY to pivot quickly
- we staff top to bottom, it's MESSAGE.
- YOUTH SERVICES
- GMICS OUR PARTNERSHIP w/ other towns
- children programming
- GMICS - easy access to large collection
- Freedom + help from staff
- Staff friendly + knowledgeable
- Remote Programs
- Creativity
- professional dev
- staff customer service
- belonging to business
- Communication
- place beautiful building + grounds
- staff
- Online programming
- friendly knowledgeable staff
- patron support
- Resilience + adaptability over the long run (decades)
- Flexibility Ability to Adapt
- product access to materials + information
- REPUTATION IN COMMUNITY
- SUMMARY VALUES
- Supportive community
- dedicated staff
- Garden + Building Beautiful
- we children's program is strong
- Nimble (w. town)
- Passionate staff - committed + believe in what we do
- Programs
- Committed, dedicated staff
- digital
- children

WEAKNESSES

- Consistent messaging - reestablishing the "normal" way to do business
- ADULT SERVICES OUTREACH
- Size of Collection
- Community Outreach
- getting community feedback
- Modesty, quiet advocacy
- offerings for online patron education (language, linklog)
- the catalog is not easy for patrons to use - clunky + janky
- Old Website
- advocacy
- signage
- measuring outcomes
- Tech Troubleshooting
- limited access (most by email)
- Consistency + communication to staff
- defining/communicating priorities
- Parking
- base of patron re-entry post pandemic
- hiring/recruiting (was just a lot harder!)
- lots to do, but only some staff trained to do it
- Teen space
- budget prep for teen work
- community space
- Community space
- Complicated/time consuming set up for large programs
- emergency/crisis planning/training incomplete
- Room Space for programming
- Lack of storage
- facilities

OPPORTUNITIES

- Re-engaging with community to meet current (perhaps changed) needs
- teen involvement
- New families to town
- Cross training staff
- teen program resources
- Teen Advisory Board
- Evaluate community needs to provide better service
- strengthen our communication networks
- More + different programming
- More options for programming
- communicating w/ patrons while they are
- Programs for seniors
- Try New Things Break From Norm
- teaching patrons how to access our digital collection
- Balancing communication (making plans with advisory board)
- community convenience + proximity
- Social Media
- collaboration with other community groups
- community outreach
- Programs Concerts?
- Increased programming opportunities
- Support of professional network
- virtual events + virtual!
- more patron input on what we purchase
- TRAINING
- COLLABORATE WITH OTHER LIBRARIES
- Team up w/ other non-profits organizations
- data analytics
- different generations in workforce + patrons
- community partnerships
- try a little Zoom service + create adult card
- Partner resources - what we learned
- More new items sharing between GMICS
- Green initiatives
- community partnerships
- try a little Zoom service + create adult card
- Partner resources - what we learned
- More new items sharing between GMICS
- message about offerings, resources
- FOL

THREATS

- challenges (mentorship)
- changing access to traditional financial resources
- Increased pressure for consistency: perceived controversies
- TEEN DEAR
- Budget
- economy
- digital world
- budget pushback
- NON LIBRARY SUPPORTED DIGITAL SERVICES
- Online
- Conflicting View Points
- World View
- Censorship + national programs
- SHORT VIDEO FORMAT
- decline in reading
- Patron disengagement
- Digitalization
- Inflation/recession
- People seem to have increasingly busy lives
- loss of civic engagement
- more costs
- Economic uncertainty
- Cost of materials
- instant gratification expectations
- amazon - ease of use
- declining literacy levels
- competition from commercial services
- COVID-19
- advocacy for senior center, claims of no service
- Declining
- Amazon

SWOT Analysis

Strengths

staff
services
collection
GMILCS

Weaknesses

parking
signage
hiring/ recruiting
website & catalog

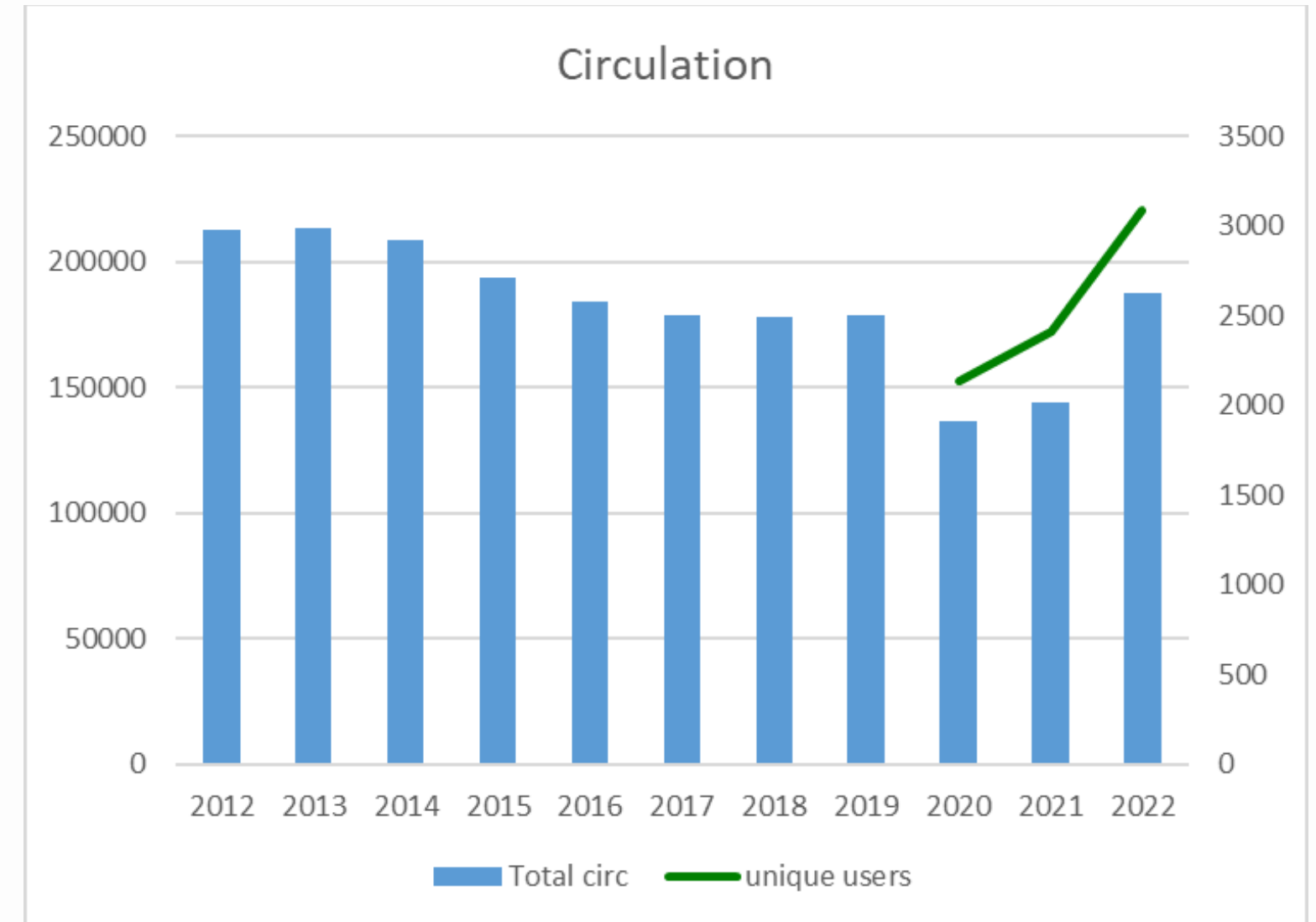
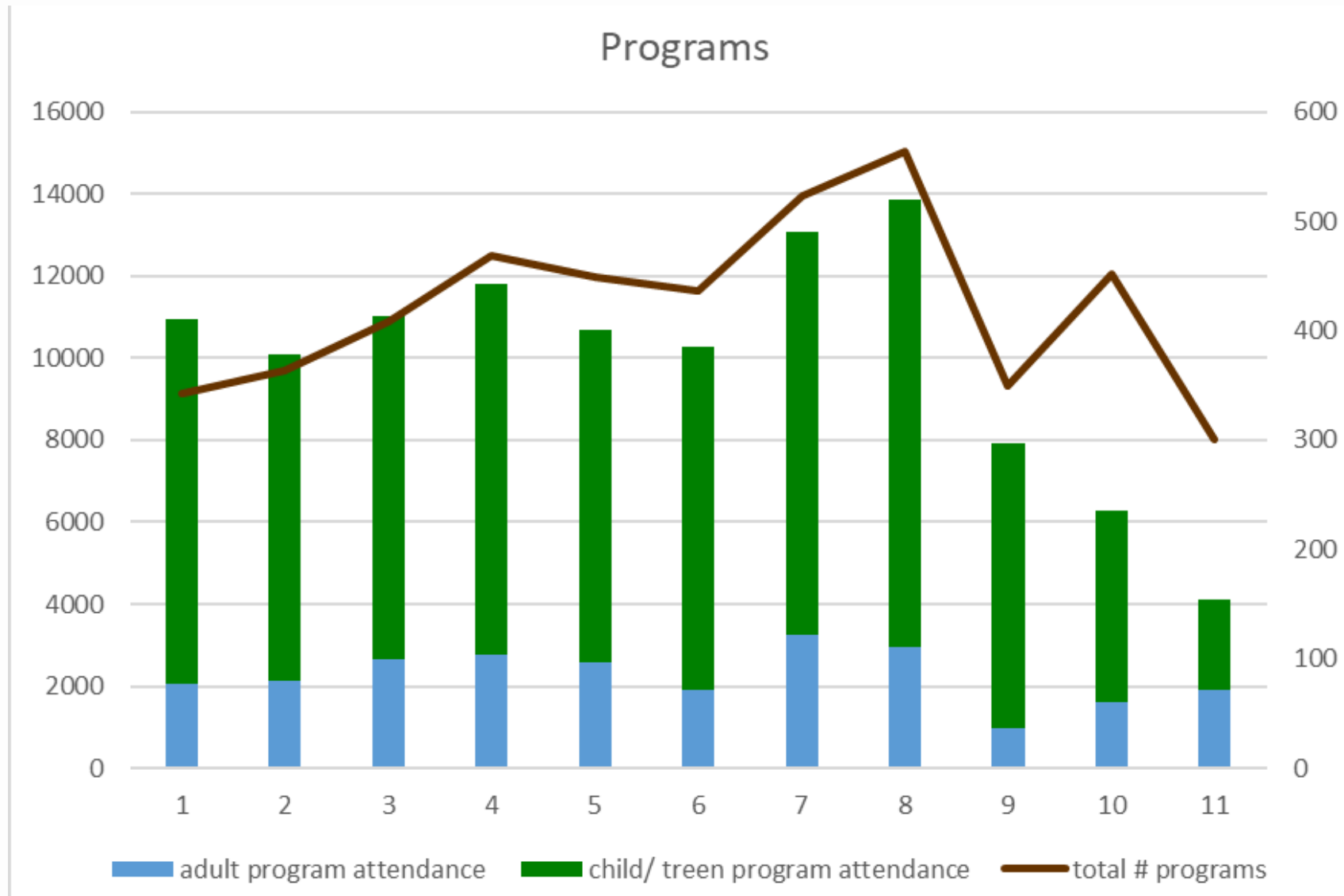
Opportunities

collaboration
technology
communication
programs

Threats

economy
digital world
politics
changing society

Dashboard Statistics



But what about a qualitative measure?

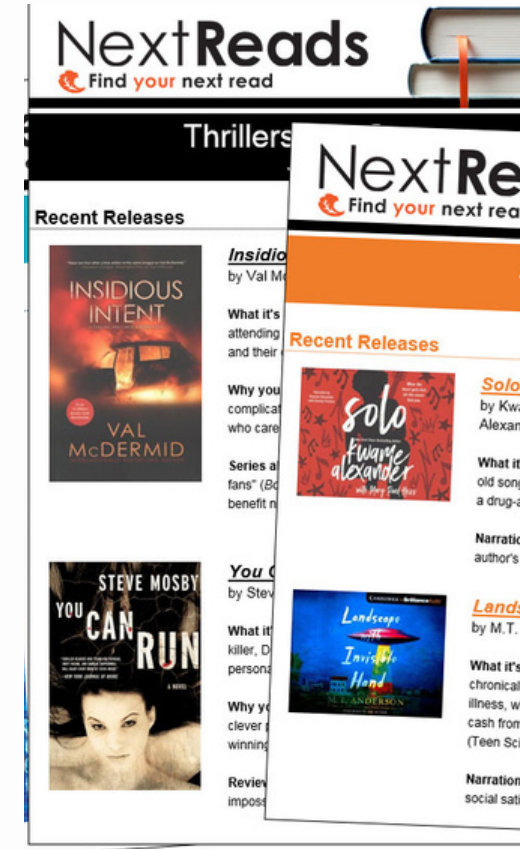
Goals



Restore programming and activities to pre-Covid levels



Collection management & analysis



Marketing & engagement



Strengthen community partnerships



Questions?

alapointe@amherstlibrary.org

