



Strategic Plan for Library Service

FY 2024 - FY 2028

Sharon Kelleher
Library Director
September, 2023



The success and continued growth of the library is a team and community effort. I would like to thank the members of the Strategic Planning Committee for their insight and ideas. I would also like to thank our focus group participants and all who responded to the survey. My sincere appreciation is also extended to the library staff and patrons for their dedication and enthusiasm throughout this process. Your honest assessment and thoughtful comments will propel us forward.

Strategic Planning Committee

Kathryn Geoffrion-Scannell
Sharon Kelleher
Caron Cunningham
Eleanor Martel
Jennifer Thomson
Kim Lambert
Tyler Hixson
Claudette Thompson
Christina Miranti

Board of Library Trustees

Kathryn Geoffrion-Scannell, Chair
Jennifer Thomson, Vice-Chair
Maxine MacPherson, Liaison to the Friends of the Library
Margot Schomp, Secretary
Heather Sievers
Katie Gabriello
Donna Colebrook

The following pages document the strategic goals and actions that the Flint Memorial Library envisions will be key to accomplishing its mission over the next five years. The Plan focuses on six areas that emerged from the planning process: Facilities, Collection Development, Marketing and Promotion, Technology, Staffing, and Community Engagement.

Public Libraries must have an approved Strategic Plan on file with the Massachusetts Board of Library Commissioners in order to be eligible for construction or Library Services and Technology Act (LSTA) grants. Strategic plans set the goals and objectives that a library intends to focus on during a multi-year timeframe. This strategic plan is the result of six months of information gathering, identifying priorities, listening to the community, and analyzing the best way to serve the North Reading community. The resulting goals and objectives give us a clear sense of direction as we move forward over the next five years.

MISSION STATEMENT

The Flint Memorial Library is the only institution in North Reading whose mission is to make readily available print and non-print materials selected in response to the informational, educational, cultural and recreational needs of all segments of the community.

The library seeks to meet these needs by facilitating informal self-education of all members of the community using traditional library resources as well as new technologies by providing information, materials, or referrals using local and library network resources; by enriching those areas of knowledge that people are studying in a formal educational setting; by encouraging the use of library facilities for cultural and community activities; by providing specialized programs aimed at specific age groups; and by promoting the use of all library services to increase public awareness of the library throughout the community.

COMMUNITY DEVELOPMENT

Officially incorporated in 1853, North Reading is located in the northeastern part of the commonwealth, in Middlesex County, 16 miles northwest of Boston. North Reading covers 13 square miles and is bordered by the towns of Andover, North Andover, Lynnfield, Middleton, Reading, and Wilmington.

The town's commercial center is on Route 28, which passes through town in a north/south direction. Route 62, the main east/west roadway, features an industrial park, the town common, school campuses, the fire and police stations, and Flint Memorial Library and private homes, some of which date back to the eighteenth century. The section of Route 62 where the library is located has been designated the town's historic district. Once a farming community, North Reading is now a sought-after suburb for commuters, due to its proximity to Boston, its picturesque setting and the excellent reputation of its public schools. Commercial and residential real estate are taxed at the same rate.

In 2011, the Massachusetts School Building Authority approved the development of plans for an integrated High School/Middle School with combined core facilities (cafeteria, library, gym, and auditorium.) In 2014, the new high school opened its doors. The middle school then shifted to the old high school so the former middle school could undergo complete renovation. When the rebuilt middle school opened its doors in 2015, it was part of one large campus, including the high school and district central office, with state-of-the-art facilities.

In 2022, the town approved the development of a 50 unit community directly across the street from the library. This 55+ community will include eight affordable housing units.

**North Reading At-A-Glance
2023**

TOWN INCORPORATED	1853
NUMBER OF RESIDENTS	15,554
NUMBER OF REGISTERED VOTERS	11,670
TAX RATE FY24	\$15.00
MEDIAN FAMILY INCOME	\$123,813
MEDIAN HOME PRICE	\$601,300
LAND SIZE	13.26 SQUARE MILES
SCHOOL DISTRICT ENROLLMENT 2023-2024	2,351

LIBRARY HISTORY

The Flint Memorial Library was established in 1872, when North Reading's population was less than 1,000, as the Flint Public Library in a rented room in the old Academy Building. The original collection was 400 books. In 1875, the library moved to a room in the new Flint Memorial Hall. Harriet Flint, widow of Charles Flint, provided the initial funding in 1872 and continued to support the library for the rest of her life.

The library remained in increasingly crowded quarters in Flint Memorial Hall until 1958 when the collection was moved across the street into the renovated Damon Tavern building. The building was renamed the Weeks Memorial Library Building in honor of William Weeks whose generous bequest provided the funds necessary for the move.

The basement of the Weeks building was remodeled into a Children's Room, the Flint Youth Room, in 1963. The restoration of the famous Rufus Porter murals on the ballroom walls was completed during this renovation. In October 1991, the library moved from the overcrowded and structurally inadequate Weeks Memorial Building to the newly renovated and expanded Flint Memorial Hall, which had served as the Town Hall from its construction in 1875 through 1988. The library currently occupies all 25,416 square feet of the building.

The Local History Room is located on the second floor and houses information about the town and its best-known citizens, including Rufus Porter, the composer George Root, and his daughter Clara Burnham. It is the main repository for local history in North Reading.

The Children's Room occupies the entire fourth floor. The Activity Room, kitchen and office flex space are located on the ground floor with direct access from the 34-space parking lot. The Activity Room is used daily and most evenings for library programming, town organizations, youth sports boards, parent groups, and other non-profit organizations. The room was designed

with direct outside access so that it can be used by the community even when the library is closed.

The library is fortunate to have a strong volunteer Friends group that provides funds for programs and additional services not covered in the town's operating budget.

The library is a department of the Town of North Reading. The six-member Board of Trustees, appointed by the Select board, is authorized to set policies for the library and to expend all money raised or appropriated by the town for its support and maintenance, as well as all money or property received as grants or gifts.

MERRIMACK VALLEY LIBRARY CONSORTIUM (MVLC)

The library has been a part of the Merrimack Valley Library Consortium (MVLC), an automated library network, since 1985. The consortium uses Symphony as its Integrated Library System. MVLC manages the resource sharing of 37 libraries in Northeastern Massachusetts.

LIBRARY HOURS

Monday 10-8

Tuesday 10-8

Wednesday 10-5

Thursday 10-8

Friday 10-5

Saturday (Labor Day to Memorial Day) 10-5

Sunday-Closed

STAFFING

The library staff consists of five full-time employees, 9 part-time library technicians and one part-time page.

Sharon Kelleher, Director

Tyler Hixson, Assistant Director

Eleanor Martel

Caron Cunningham

Kim Lambert

Emily Klesaris

Lisa Coffill

Raegan Davenport

Janice Gulbicki

Karen McCullough

Christina Miranti
Mary Ann O’Neil
Lynne Querzoli
Teresa Penney
Donna Silva

Many investments have been made in the library facility over the last five years, including:

- Security camera upgrades
- Interior hallway lighting with new LED fixtures
- Installation of door fobs
- Six restrooms renovated
- Basement Flex Space –New ceilings, flooring, painting, lighting and furniture.
- Basement kitchen and hallways – New ceilings, painting, lighting, cabinetry and counters.

TOTAL APPROPRIATED MUNICIPAL OPERATING BUDGET

FY23	\$642,727
FY22	\$634,376
FY21	\$616,968
FY20	\$588,103

In 2019, long-time patron Charles A. Anderson generously bequeathed \$85,005 to the library to be expended at the library’s discretion. In response to feedback from staff and patrons, the library used the funds to build three study rooms for collaboration and quiet study.

The library has fostered successful partnerships with organizations and town departments, including the North Reading Schools, North Reading Youth Services, The Edith O’Leary Senior Center, the North Reading Historical and Antiquarian Society, and the Community Impact Team.

METHODOLOGY

First meeting March 24th

This Strategic Plan was created over a period of six months. The following resources were used as a framework for our planning and discussions.

Andrea Bunker-Bono, a Library Building Specialist from the Massachusetts Board of Library Commissioners, toured the library in order to share design ideas and resources for repurposing space to better align with today's library users.

The Assistant Director Tyler Hixson attended the webinar "Moving Beyond Surveys: new methods to better understand your community" which was presented by the Massachusetts Library System (December 2022).

We also took an informal white board survey asking patrons the question -What would you like to see in the library? Library visitors filled the board with creative ideas and innovative suggestions.

We balanced in-person meetings with sharing Google Docs and emails to encourage the most participation. The community survey, presented in both print and online, was live from April through June.

The library also hosted a site visit from Massachusetts Library System consultant Kristi Chadwick on June 6, 2023. Ms. Chadwick facilitated two focus groups, one for adults, the other for teens.

At the first Strategic Planning meeting on March 24, 2023, the Committee completed a SOAR (Strength, Opportunities, Aspirations, Results) exercise. This exercise served as an opportunity to determine the current and future needs of the library and its ability to best provide services going forward. The Committee brainstormed the following:

Strengths:

- ◆ Welcoming, helpful staff
- ◆ Community Relationship/Partnerships
- ◆ Variety and Quality of Programs
- ◆ Pride in our Building and Services

Weaknesses/Needs:

- ◆ Diversity, Equity and Inclusion
- ◆ Parking
- ◆ Staff on-going training
- ◆ Teen programming/YA librarian

At the second meeting in August, Committee members and staff worked on envisioning and drafting goals.

❖ Using the Goals & Objectives from the FY2017 Action Plan we discussed:

- ◆ Have we met these goals?
- ◆ Are these goals still relevant?
- ◆ Where do we go from here?

❖ What are our current priorities? What does the community want and need?

- ◆ Repurposing space in building
- ◆ Outreach, influx of future residents

We also generated our next steps:

❖ Develop a community survey

- ◆ Online – Over 500 responses were received from both the online and print formats.
- ◆ Paper – Create a survey that can be filled out in the library and distributed at events. Surveys were also distributed at the Summer Reading Kick-off Event, and the Spring Book Sale.

❖ Focus Groups

- ◆ Adults
- ◆ Teens

At our third meeting on August 9, 2023, the Committee reviewed the Google survey's analytics and focus group takeaways, and prioritized the goals and objectives for the new Strategic Plan.

The Plan was emailed to the Strategic Planning Committee for final feedback and additions. On September 27th, the final Plan was presented and approved by the Board of Trustees.

GOALS AND OBJECTIVES – 2023-2028

GOAL I: Facilities - Provide a welcoming environment that is clean, safe, well-maintained, and accessible to the community. Provide adequate spaces conducive to work, study, collaborate and gather.

Objective A: Evaluate space usage and reorganize library layout to reflect the evolving service needs of North Reading's residents, with priority given to establishing a 1st-floor reference area and relaxing reading spaces on the 2nd and 3rd floors, in conjunction with the new study rooms.

Objective B: Remodel and/or refresh library space by providing individual, comfortable seating, updated furnishings, and new carpeting.

Objective C: Research grant opportunities for space planning and design through various grant providers with priority given to grants for ADA-compliant doors, signage, walkways, lighting, equipment, etc.

Objective E: Explore the possibility of creating an outdoor space for seating either year round or seasonally.

Objective F: Determine opportunities to make the library parking lot safer and more accessible.

Objective G: Work with DPW to identify and act on opportunities for making cosmetic and/or safety improvements to the library building.

GOAL II: Collection Development - The library will build and maintain print, digital, and non-traditional collections that serve the recreational, intellectual, and varied interests of the community.

Objective A: Intentionally develop collections that are accurate, relevant and useful with a continued emphasis on inclusive and diverse materials.

Objective B: Annually review materials budget allocations to ensure they are aligned to patron usage, current interest, and format popularity.

Objective C: Expand the Library of Things collection as well as other non-traditional collections, to meet increased community needs.

Objective D: Continually assess materials being made in new formats and add to collection in accordance with the Materials Selection Policy.

GOAL III: Marketing and Promotion –The library will offer programs for all ages that support and encourage literacy, creativity, entertainment, and learning.

Objective A: Develop, monitor, and execute a robust, consistent, and engaging social media plan.

Objective B: Expand and promote the library's digital collections and databases for increased usage.

Objective C: Research the feasibility and cost of installing an electronic display board outside of the library for promoting programs and disseminating library information.

Objective D: Prioritize programming that reflects the interests and needs of the community while remaining cognizant of the diversity of said interests and needs, with an emphasis on equity and inclusion.

Objective E: Collaborate between departments to increase intergenerational programming spanning multiple age demographics.

GOAL IV: Technology: The library will provide access to a variety of technological devices for browsing, productivity, research and entertainment.

Objective A: Offer the most current technology for use by patrons and staff, while also providing training on devices.

Objective B: Work with Town IT dept. to develop a technology plan with regular IT maintenance and revolving upgrades of public and staff computers and/or explore a potential MVLC technology plan as an option/alternative.

Objective C: Explore “special project” fundraising, i.e., continuing the North Reading Transcript digitization project, and accessibility stations.

Objective D: Replace aging copiers/print management systems.

Objective E: Work with the town’s IT department to incorporate the MVLC Cybersecurity audit into library’s Technology plan.

GOAL V: Staffing: Develop opportunities for staff development, engagement and evaluation.

Objective A: Ensure staff is well trained in library policies and procedures surrounding all departments to ensure a consistent delivery of service.

Objective B: Offer staff development days twice per year for collaboration, idea sharing and instruction.

Objective C: Designated staff will attend MVLC meetings relevant to their departments to exchange ideas and best practices to share with their departments.

Objective D: Create a Teen Librarian position to meet the expectations of this underserved demographic.

GOAL VI: Community Engagement: Partner with town departments, community organizations, and businesses to expand access and discovery of library collection materials and offerings.

Objective A: Attend existing community events and develop new outreach opportunities to showcase the library’s services, programs, etc. at schools and town-wide events.

Objective B: Continue to seek opportunities to speak to community groups and organizations to highlight our services and role in the community, as well as increase the library’s visibility and reputation via outreach.

Objective C: Secure funding sources through grants and the Friends of the Library on special fundraising projects.

Objective D: Devote resources to plan for upcoming demographic changes in the community.

Objective E: Actively partner with Council on Aging, Veteran’s Services, Parks and Recreation, North Reading Public Schools, and other town departments to offer joint workshops and events.

Objective F: Foster an active Friends organization that advocates and supports the library's mission.

ACKNOWLEDGEMENTS

Parts of this Strategic Plan were adapted from the historical background information in the 2018-2023 Long-Range Plan. The following resources were consulted for statistical information.

Massachusetts Library System <https://masslibsystem.org/>

Massachusetts Board of Library Commissioners <https://mblc.state.ma.us/programs-and-support/planning/index.php>

North Reading Department of Public Works

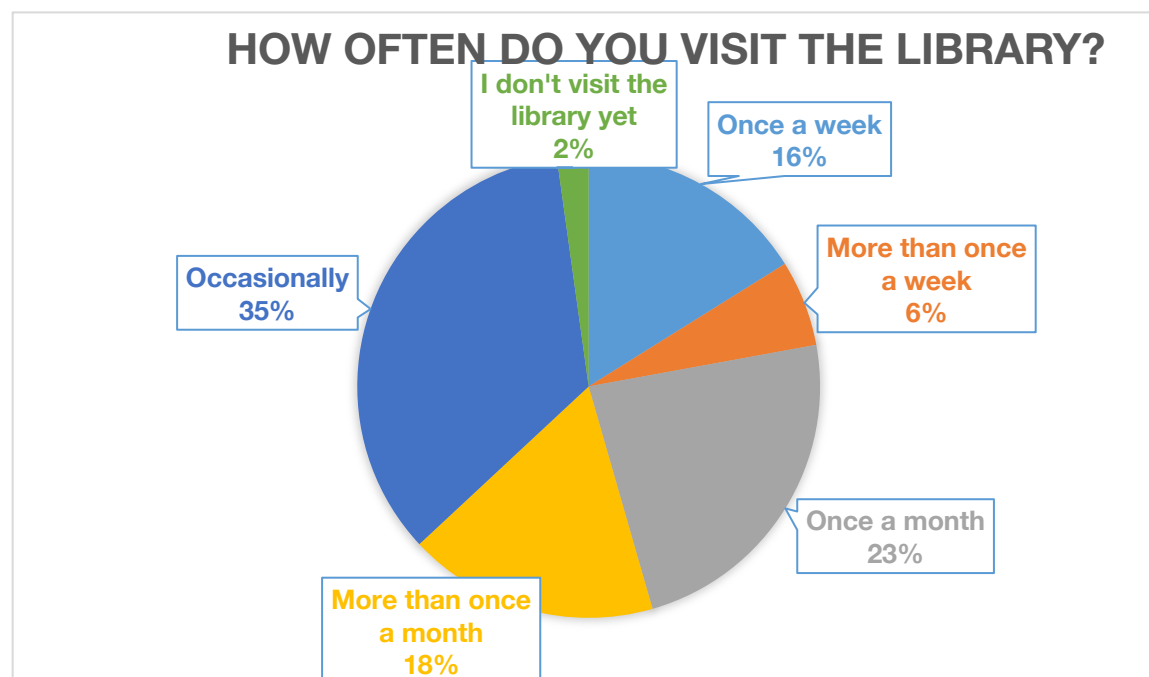
<https://www.northreadingma.gov/community-planning>

Commonwealth of Massachusetts website:

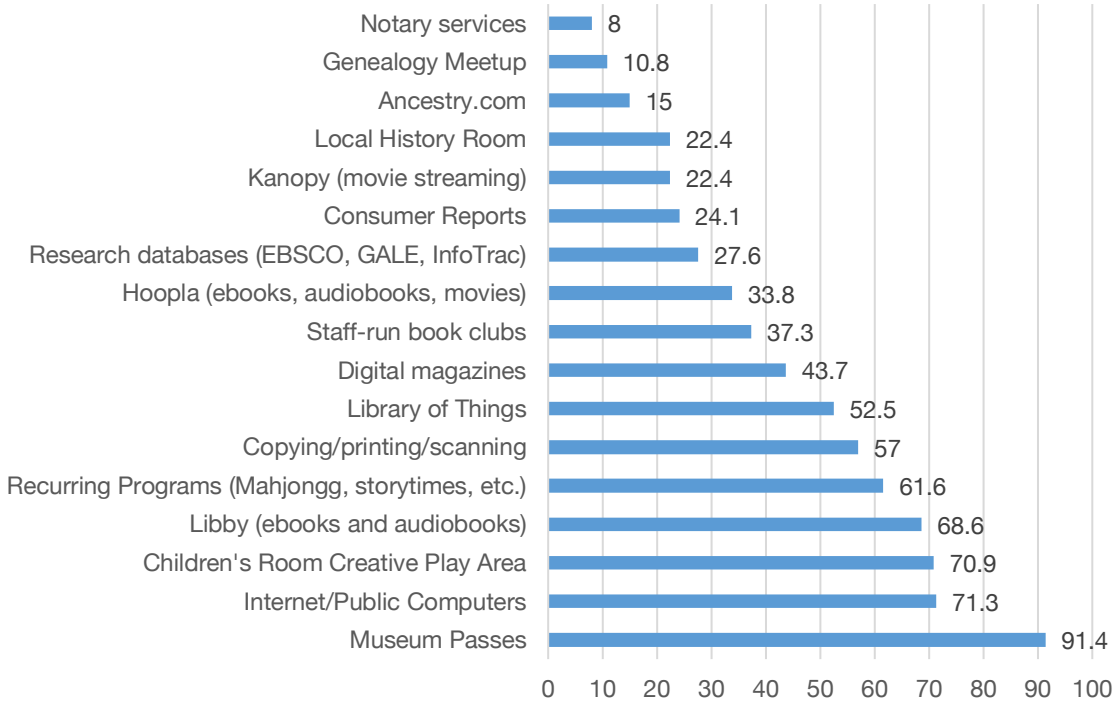
https://dls.gateway.dor.state.ma.us/DLSReports/DLSReportViewer.aspx?ReportName=At_A_Glance&ReportTitle=At%20A%20Glance

<https://www.census.gov/quickfacts/fact/table/northreadingtownmiddlesexcountymassachusetts/PST045222>

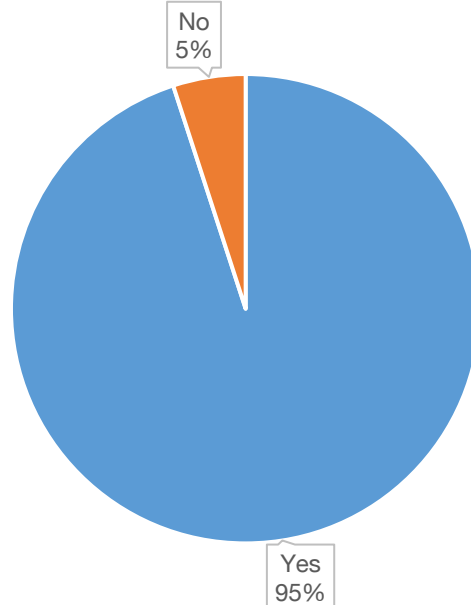
https://www.northreadingma.gov/sites/g/files/vyhlf3591/f/uploads/north_reading_tr_22_pass_two.pdf



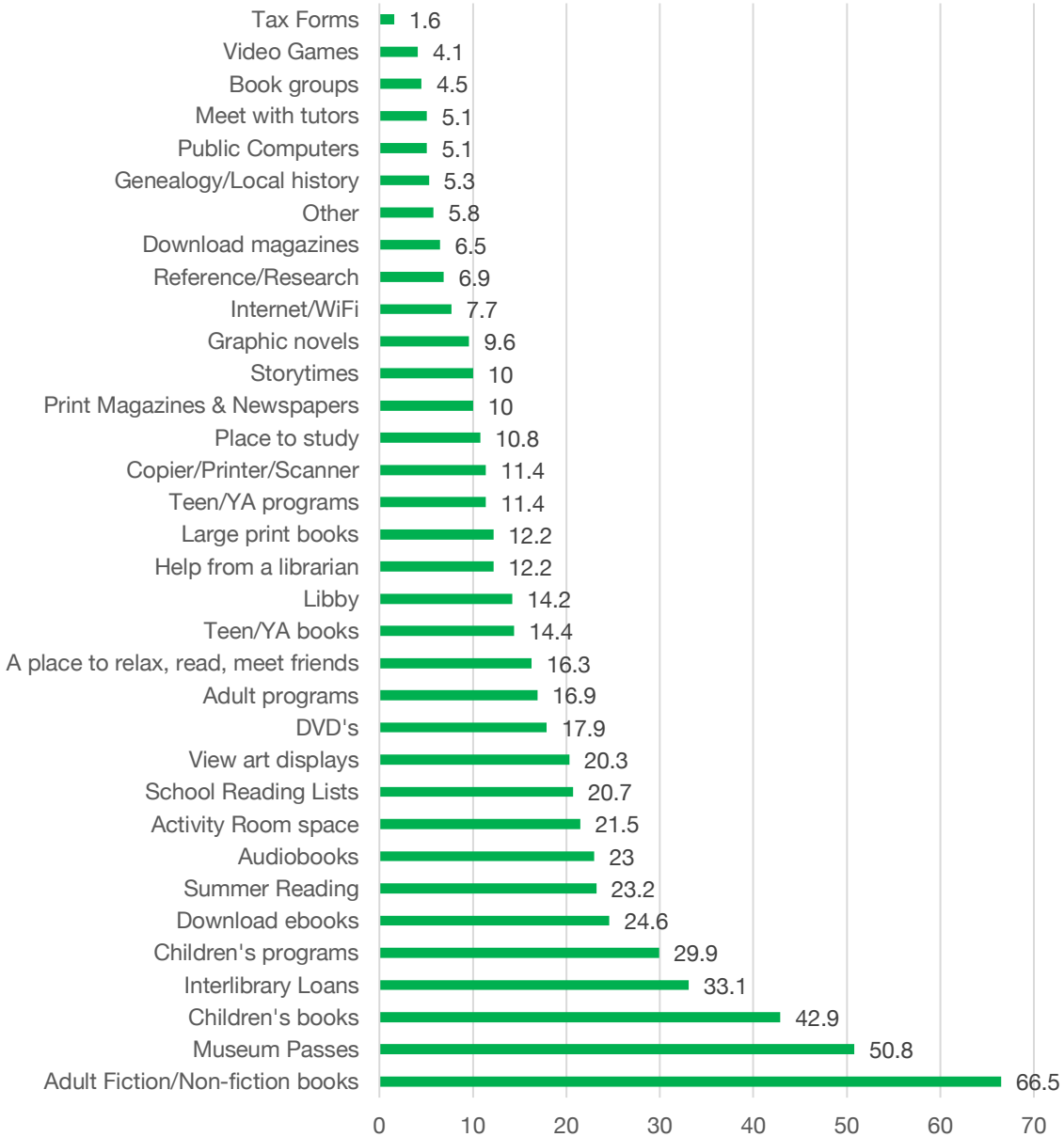
Beyond books, did you know that Flint Memorial Library has the following services available?

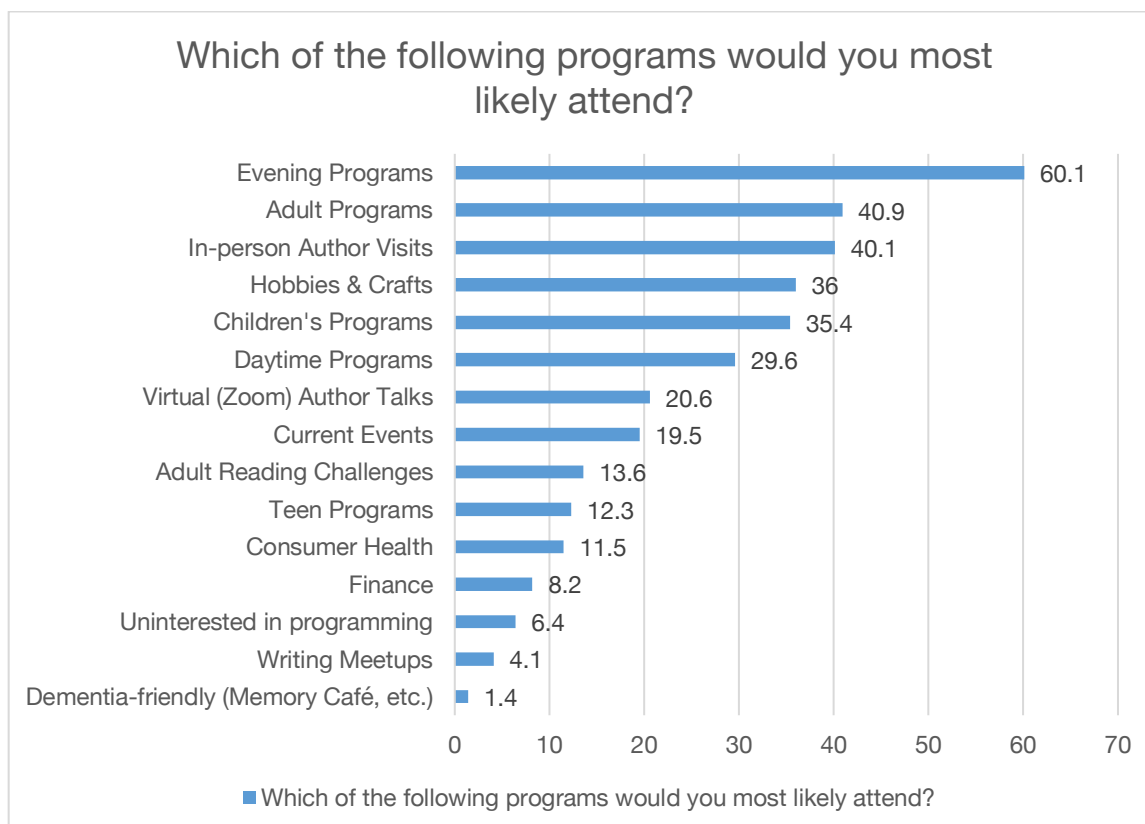
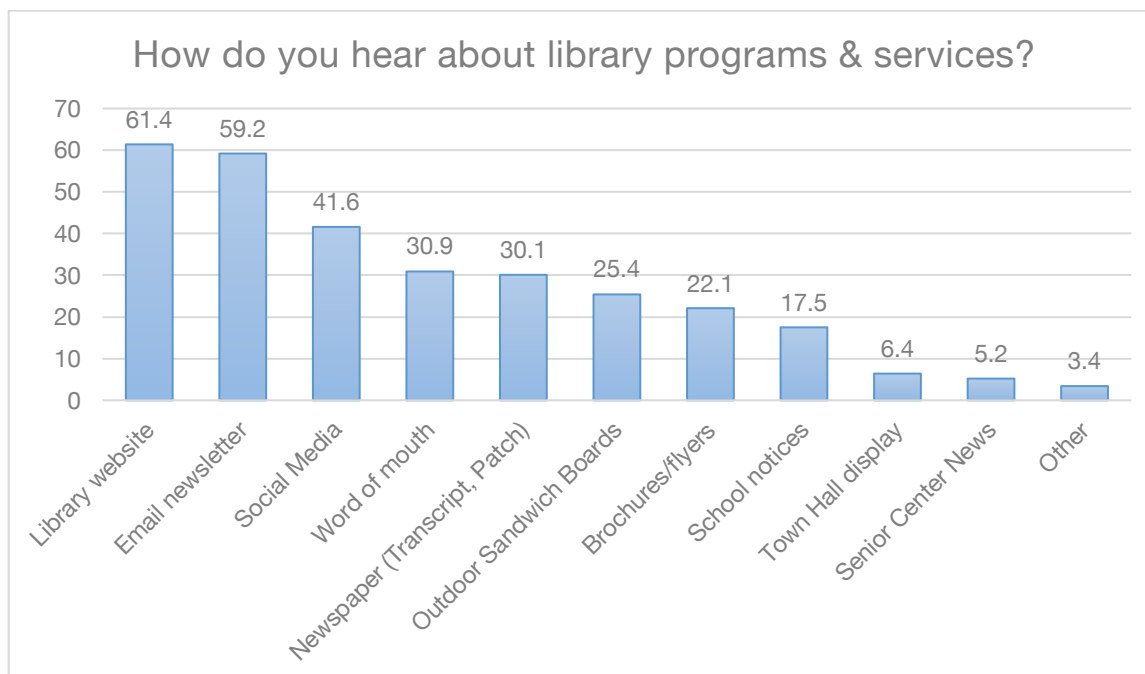


Do you have a Flint Memorial Library card?

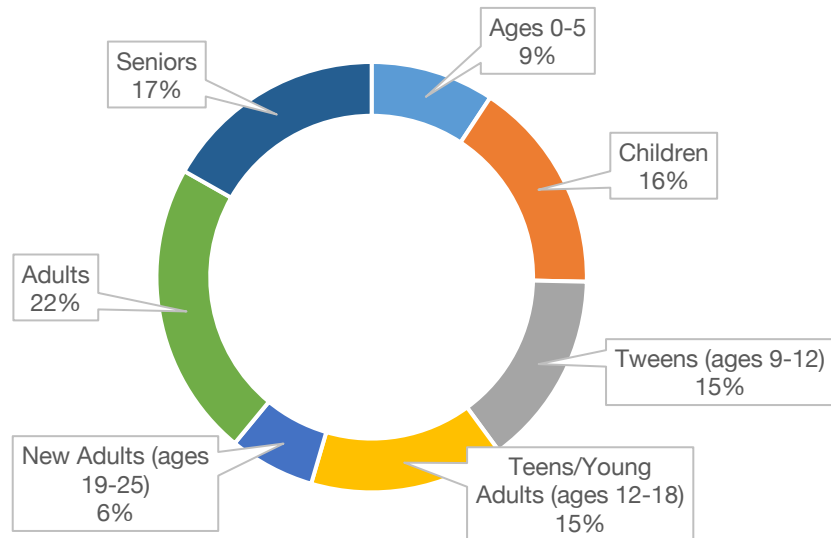


For what purpose do you use the library?

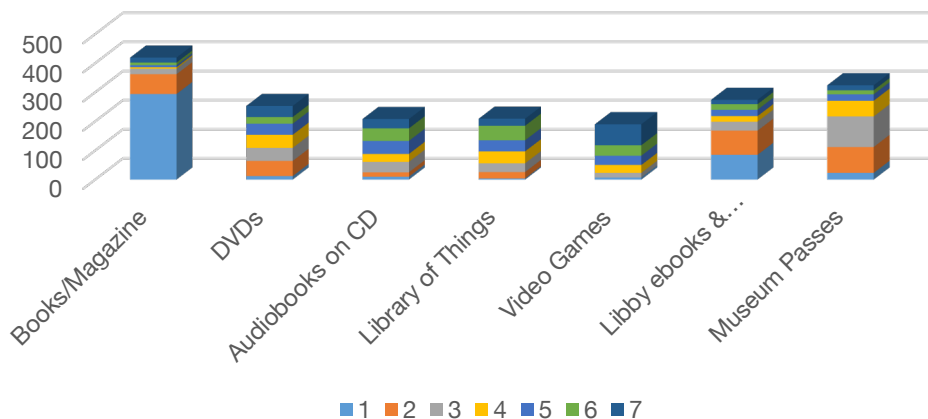




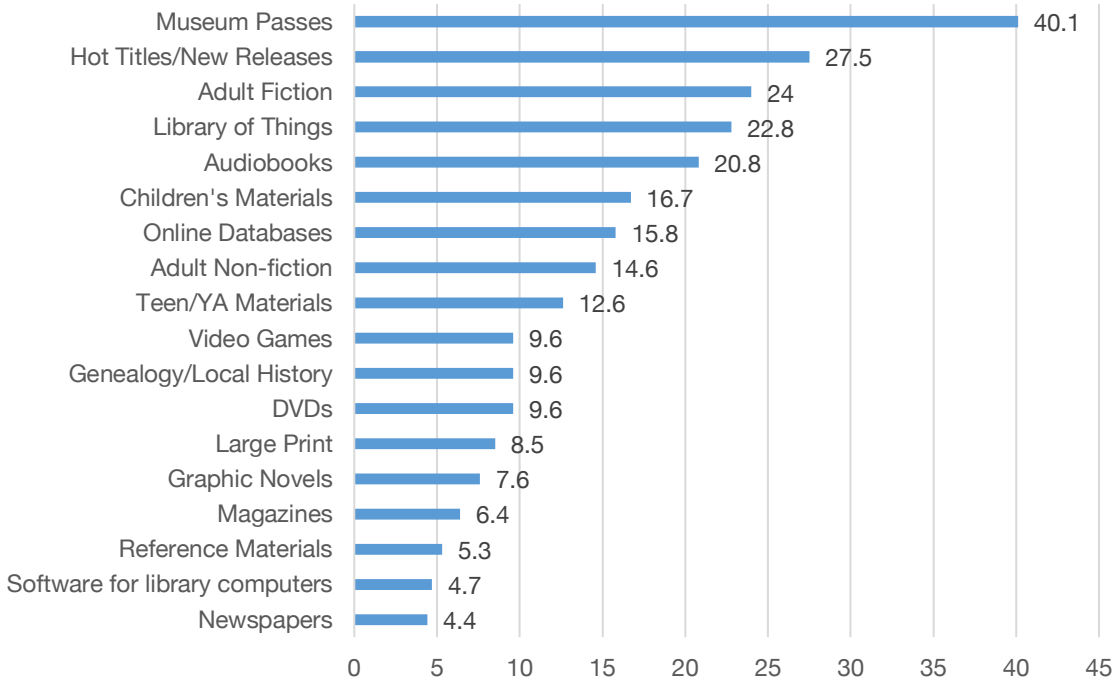
Which age-appropriate programming would you like to see expanded at the library?



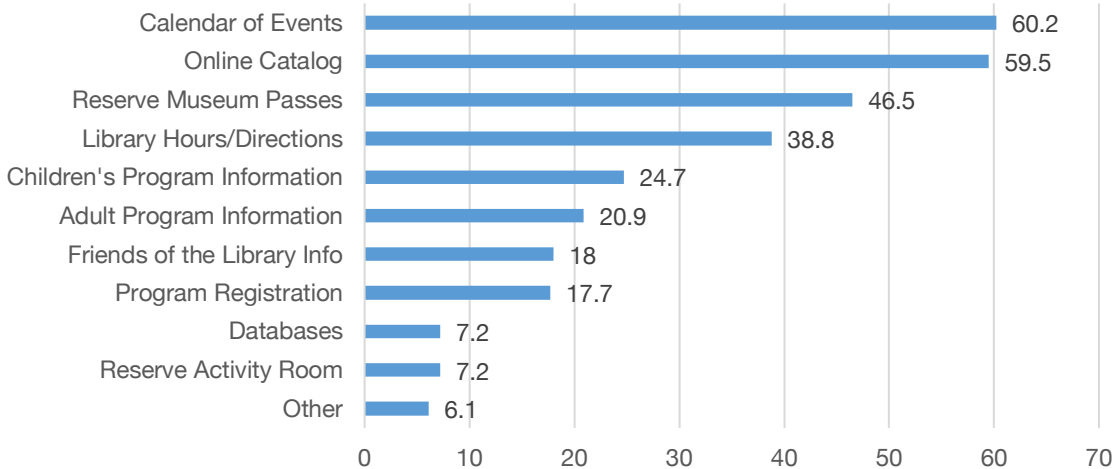
Among the wide variety of formats in the library's collection, which do you borrow most regularly, ranked in order (1 being the most regularly, 7 being the least)



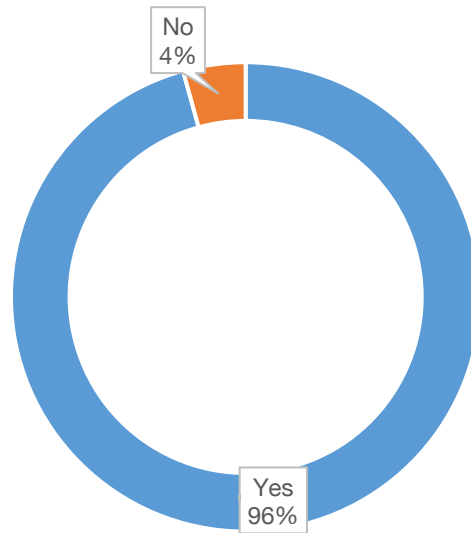
Are there any areas of the collection you would like to see expanded?



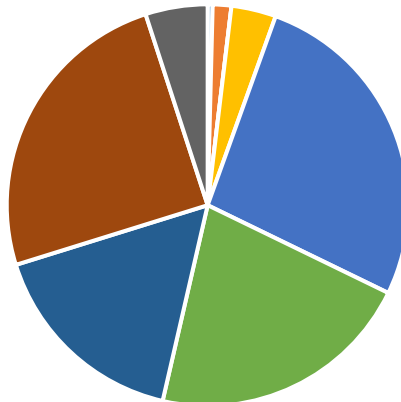
If you use the library's website (flintmemoriallibrary.org), for what purpose do you use it?



Do you find the website easy to navigate?



How old are you?



■ 12 or younger (0.4%) ■ 13-18 (1.5%) ■ 19-25 (0.0%)
■ 25-34 (3.6%) ■ 35-44 (26.7%) ■ 45-54 (21.4%)
■ 55-64 (16.6%) ■ 65 or older (24.8%) ■ Prefer not to say (5%)

Flint Memorial Library Community Survey (May 2023)

The library is currently working on its next five-year plan. Your responses will help us to serve you better!

1 .How often do you visit the library in person?

- | | |
|--|---|
| <input type="checkbox"/> Once a Week | <input type="checkbox"/> More than once per week |
| <input type="checkbox"/> Once a Month | <input type="checkbox"/> More than once per month |
| <input type="checkbox"/> Occasionally | |
| <input type="checkbox"/> I do not visit the library, yet | |

2 .Do you have a Flint Memorial Library card?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

3. Beyond books, did you know that Flint Memorial Library has the following services available? (Please check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Museum Passes | <input type="checkbox"/> Research Databases (EBSCO, GALE, InfoTrac) |
| <input type="checkbox"/> Digital Magazines | <input type="checkbox"/> Freegal (streamable music) |
| <input type="checkbox"/> Copy, Printing, Scanning | <input type="checkbox"/> Children's Room Creative Play Area |
| <input type="checkbox"/> Library of Things | <input type="checkbox"/> Book Clubs (run by staff) |
| <input type="checkbox"/> Libby (audio and ebooks) | <input type="checkbox"/> Ancestry.com |
| <input type="checkbox"/> Kanopy (streamable movies) | <input type="checkbox"/> Genealogy Meetup |
| <input type="checkbox"/> Local History Room | <input type="checkbox"/> Consumer Reports |
| <input type="checkbox"/> Hoopla (audio and ebooks) | <input type="checkbox"/> Recurring Programs (Storytime, Mahjong, Lego Club, D&D, Anime Club, Retro Video Club) |
| <input type="checkbox"/> Internet/Public Computers | <input type="checkbox"/> Notary |

4. For what purpose do you use the library? (Please check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Place To Study | <input type="checkbox"/> Internet/WiFi |
| <input type="checkbox"/> Adult Fiction/Non-Fiction Books | <input type="checkbox"/> Use A Computer |
| <input type="checkbox"/> Help From A Librarian | <input type="checkbox"/> Museum Passes |
| <input type="checkbox"/> Teen/YoungAdult Programs | <input type="checkbox"/> Copy Machine |
| <input type="checkbox"/> Children's Programs | <input type="checkbox"/> Tax Forms |
| <input type="checkbox"/> Children's Books | <input type="checkbox"/> Magazines/Newspapers |
| <input type="checkbox"/> Audio Books | <input type="checkbox"/> Reference/Research |
| <input type="checkbox"/> Large Print Books | <input type="checkbox"/> Teen/Young Adult Books |
| <input type="checkbox"/> Genealogy/Local History | <input type="checkbox"/> DVD Collection |
| <input type="checkbox"/> Summer Reading Program | <input type="checkbox"/> Adult Programs |
| <input type="checkbox"/> School Reading Lists | <input type="checkbox"/> Print, Copy, Scan |
| <input type="checkbox"/> Interlibrary Loans | <input type="checkbox"/> Meet With Tutor |
| <input type="checkbox"/> Activity Room Space | <input type="checkbox"/> Book Discussion Groups |
| <input type="checkbox"/> Download eBooks | <input type="checkbox"/> Video Games |
| <input type="checkbox"/> Graphic Novels | <input type="checkbox"/> Storytime |
| <input type="checkbox"/> Download Magazines | <input type="checkbox"/> A Place to Relax, Read, Meet Friends |
| <input type="checkbox"/> Digital Media Content (Libby) | <input type="checkbox"/> View Art Displays and Exhibits |

5. How do you hear about library programs and services? (Please check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Facebook, Instagram, Twitter | <input type="checkbox"/> Newspaper (Transcript, Patch) |
| <input type="checkbox"/> Brochures and Flyers | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Town Hall Display | <input type="checkbox"/> School Notices |
| <input type="checkbox"/> Email Newsletter | <input type="checkbox"/> Senior Center News |
| <input type="checkbox"/> Flint Memorial Library Website | |

6. What is the best way to inform you of library events and services?

7. Which of the following types of programs would you most likely attend:

- | | |
|--|---|
| <input type="checkbox"/> Evening Programs | <input type="checkbox"/> Adult Programs |
| <input type="checkbox"/> Daytime Programs | <input type="checkbox"/> Adult Reading Challenges |
| <input type="checkbox"/> Children's Programs | <input type="checkbox"/> Teen Programs |
| <input type="checkbox"/> Hobby/Craft Programming | <input type="checkbox"/> Finance |
| <input type="checkbox"/> In Person Author Visits | <input type="checkbox"/> Current Events Presentations |
| <input type="checkbox"/> Consumer Health | <input type="checkbox"/> Not interested in attending programs |
| <input type="checkbox"/> Writing Meetup | <input type="checkbox"/> Memory Cafe |
| <input type="checkbox"/> Online (Zoom) Author presentation or other type of presentation | |

8. Please write in suggestions for new programming you would like to see at the library:

9. What type of programming would you like to see expanded at the library?

- | | |
|---|---|
| <input type="checkbox"/> Ages 0-5 | <input type="checkbox"/> New Adults (19-25) |
| <input type="checkbox"/> Children | <input type="checkbox"/> Adults |
| <input type="checkbox"/> Tweens (9-12) | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Teens/Young Adults (12-18) | |

10. Among the wide variety of formats in the library's collection, which do you borrow most regularly, ranked in order:

- | | |
|--|--|
| <input type="checkbox"/> Books | <input type="checkbox"/> Library of Things |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Video Games |
| <input type="checkbox"/> Libby eBooks/Audiobooks | <input type="checkbox"/> Audiobooks on CD |
| <input type="checkbox"/> DVDs | <input type="checkbox"/> Graphic Novels |

11. Are there any areas of the collection that you would like to see expanded: (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Online Databases | <input type="checkbox"/> Software for Library Computers |
| <input type="checkbox"/> DVDs | <input type="checkbox"/> Audiobooks |
| <input type="checkbox"/> Children's Materials | <input type="checkbox"/> Hot Titles/New Releases |
| <input type="checkbox"/> Reference Materials | <input type="checkbox"/> Young Adult Materials |
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Magazines |
| <input type="checkbox"/> Adult Fiction | <input type="checkbox"/> Museum Passes |

12. If you use the library's website flint memorial library.org, for what purpose do you use it?

- | | |
|---|--|
| <input type="checkbox"/> Online Catalog | <input type="checkbox"/> Databases |
| <input type="checkbox"/> Children's Program Information | <input type="checkbox"/> Adult Program Information |
| <input type="checkbox"/> Calendar of Events | <input type="checkbox"/> Program Registration |
| <input type="checkbox"/> Reserve Museum Passes | <input type="checkbox"/> Library Hours/Directions |
| <input type="checkbox"/> Reserve Activity Room | <input type="checkbox"/> Friends of Flint Memorial Library Information |

13. Did you find the website easy to navigate?

☐ Yes ☐ No

If No, please explain:

14. How do you hear about library programs and services? (Please check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Facebook, Instagram, Twitter | <input type="checkbox"/> Newspaper (Transcript, Patch) |
| <input type="checkbox"/> Brochures and Flyers | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Town Hall Display | <input type="checkbox"/> School Notices |
| <input type="checkbox"/> Email Newsletter | <input type="checkbox"/> Senior Center News |
| <input type="checkbox"/> Flint Memorial Library Website | |

15. What is the best way to inform you of library events and services?

16. Please write in suggestions for new programming you would like to see at the library:

17. What type of programming would you like to see expanded at the library?

- | | |
|---|---|
| <input type="checkbox"/> Ages 0-5 | <input type="checkbox"/> New Adults (19-25) |
| <input type="checkbox"/> Children | <input type="checkbox"/> Adults |
| <input type="checkbox"/> Tweens (9-12) | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Teens/Young Adults (12-18) | |

Thank you for taking the time to complete our survey. We appreciate it!



MISSION STATEMENT

The Flint Memorial Library is the only institution in North Reading whose mission is to make readily available print and non-print materials selected in response to the informational, educational, cultural and recreational needs of all segments of the community.

The library seeks to meet these needs by facilitating informal self-education of all members of the community using traditional library resources as well as new technologies by providing information, materials, or referrals using local and library network resources; by enriching those areas of knowledge that people are studying in a formal educational setting; by encouraging the use of library facilities for cultural and community activities; by providing specialized programs aimed at specific age groups; and by promoting the use of all library services to increase public awareness of the library throughout the community.

 147 Park St, North Reading, MA

 flintmemoriallibrary.org

 978-664-4942

Strategic Plan for Library Service

FY 2024 - FY 2028

GOAL I: FACILITIES

Provide a welcoming environment that is clean, safe, well-maintained, and accessible to the community. Provide adequate spaces conducive to work, study, collaborate and gather.

GOAL II: COLLECTION DEVELOPMENT

Build and maintain print, digital, and non-traditional collections that serve the recreational, intellectual, and varied interests of the community.

GOAL III: MARKETING & PROMOTION

Offer programs for all ages that support and encourage literacy, creativity, entertainment, and learning.

GOAL IV: TECHNOLOGY

Provide access to a variety of technological devices for browsing, productivity, research and entertainment.

GOAL V: STAFFING

Develop opportunities for staff development, engagement and evaluation.

GOAL VI: COMMUNITY ENGAGEMENT

Partner with town departments, community organizations, and businesses to expand access and discovery of library collection materials and offerings.

Flint Memorial Library Strategic Plan 2023-2028

This plan has been approved and adopted by the North Reading Board of Library Trustees at their regularly scheduled meeting on Wednesday, September 27, 2023.



Kathryn Geoffrion-Scannell, Chair