

Franklin Public Library Strategic Plan

2023-2025



WHY

Franklin Public Library is a lifelong resource for its community. The library's committed staff, engaged patrons, and essential services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, the library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, Franklin Public Library will renew its commitment to connect with the community through a wide variety of programs and services, diverse collections, up-to-date technology, and experienced and friendly staffing.

HOW

Franklin Public Library initiated a strategic planning process starting in the Summer of 2022. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in July 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed gathering community feedback through interviews and focus groups. In the Dream phase, the Planning Team discussed possible future pathways for the library. This strategic plan will guide Franklin Public Library through the Do phase, as the library executes its vision for the future.

PROCESS TIMELINE

August 2022 - January 2023

The Planning Team spent months learning about community needs and developing strategies to advance the library's mission over the next three years.



VISION

The Franklin Public Library's vision is to inspire and connect lifelong learners of all ages.

MISSION

The mission of the Franklin Public Library is to connect the community through materials, services, and information in order to further the education, recreation, and lifelong learning for all residents in the heart of the historic Village of Franklin.



Connecting Through...

COMMUNITY ENGAGEMENT

We will continue to connect the community to each other through a variety of programs, partnerships, opportunities, and experiences.

GOALS:

- 1.1 Continue to cultivate collaborative partnerships and expand programming for targeted audiences
- 1.2 Expand communications and seek regular feedback from community
- 1.3 Consider facility needs for future growth and heighten environmental sustainability efforts
- 1.4 Position the library as the community connection point



Connecting Through...

ACCESS TO COLLECTIONS

We will continue to connect the community to diverse resources and materials in a variety of formats to support lifelong learning and recreation.

GOALS:

- 2.1 Remain viable and anticipate what patrons want most while maximizing use of our resources
- 2.2 Increase and promote diversity in collections
- 2.3 Increase awareness of what the collection offers and how to access it



Connecting Through... TECHNOLOGY

We will continue to connect the community to vital technologies that are integral to modern life and strive to improve all library technology services.

GOALS:

- 3.1 Consider new and upcoming tech and equipment needs
- 3.2 Improve technology assistance for patrons
- 3.3 Increase tech-confidence and knowledge of staff



Connecting Through...

FRIENDLY AND KNOWLEDGEABLE STAFF

We will continue to connect the community to services and information through the expertise of our staff.

GOALS:

4.1 Determine staffing level needs and make operational updates to roles and workflow

4.2 Prepare for the future

NEXT STEPS

Implementation and Evaluation

Now that this plan has been adopted by the Franklin Public Library Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.