

TOWNSEND PUBLIC LIBRARY STRATEGIC PLAN ANNUAL REVIEW MARCH 2025





Strategic Plan Annual Review March 2025

Governing Body Approval

This review was approved by the Townsend Public Library Board of Trustees on March 19, 2025.

Mission Statement

It is the mission of the Townsend Public Library to provide the public with access to quality collections, technology, and programs for information, lifelong learning, literature, and entertainment.

Areas of Focus: Expanded Access Across Populations

GOAL

The past few years brought a variety of changes to how the TPL was used, with ever-changing schedules and patron services to meet the needs of residents through a pandemic and the years following. It is clear through our community feedback that a variety of steps are desired to increase the availability of library services to populations that currently report being underserved by the library.

OBJECTIVE 1: Increased Hours of Operation

Not a possibility in FY25 or FY26 due to municipal budget constraints.

OBJECTIVE 2: Diversity in Programming

The library staff continues to brainstorm at weekly programming meetings and has identified that there is a need for increased programming for children aged 6-11. This will be part of the spring/summer of 2025.

OBJECTIVE 3: Increased Public Communication & Outreach

In January of 2025 the staff, under the direction of the Assistant Director, redesigned and rolled out a new website to create a better user experience.

OBJECTIVE 4: Increased Reliability and Access to Public Technology Services

Staff have attended meetings with the Montachusett Regional Planning Commission to apply for a digital equity grant. The grant may be used to provide upgrades to computers, additional public charging stations and hotspots, computer literacy classes, and more.

Areas of Focus: Library as A Community Hub

GOAL

The Townsend Public Library, through the efforts of staff and patrons, is a center of community, culture, education, and recreation. The following years will allow us to further focus on these areas for our town and community.

OBJECTIVE 1: Increased Collaboration and Events of the Greater Community

The library is currently working with the Townsend Historical Society to assist in a variety of initiatives for the 250th celebration. Massachusetts 250 will commemorate many battles across the state that led to America's Independence. Additionally, work has commenced on organizing the Library Historical Room in collaboration with members of the Historical Society.

The library continues collaborating with the Senior Center, some examples include concerts and theater productions in addition to educational programs.

OBJECTIVE 2: Increased Variety of Library Materials

- Book Buddies: kits that include a book and associated stuffed animal for a child to read to.
- Seed Library: collections of seeds for people to use for their spring seed starting
- Increased garden tools in the Library of Things
- Addition of games & other new Library of Things items

Areas of Focus: Facilities & Sustainability

GOAL

The Townsend Public Library enjoys an ample environment dedicated to its mission. More than a decade into the use of this newer facility, we will continue to work to maintain the space while exploring the ways that it can be optimized to accommodate the changing needs of the community.

OBJECTIVE 1: Increased Flexibility in Programming Spaces, Quiet Spaces, and Community Meeting Rooms

An additional study room was opened in 2024 by creatively repurposing existing spaces. Additionally, a new outdoor space for programs and general use is being added in 2025 in collaboration with the TPL Endowment.

OBJECTIVE 2: Evaluation of Public Furniture Condition and Maintenance

Six new flip-top tables were added to be used for programming.

OBJECTIVE 3: Increased Physical Signage for Publicity or Programs and Announcements

Staff member responsibility has been added to create more signage on whiteboards and chalkboards throughout the library. Additionally, a link on the new website allows folks to sign up for our online newsletter.

OBJECTIVE 4: Evaluating Access to Facilities Support

The Library Board of Trustees assisted in communication between the Town Administrator and the Facilities Department.

Areas of Focus: Innovation

The Townsend Public Library led the way in innovative solutions to complex problems throughout the COVID-19 pandemic. Seeing the overwhelming community support for the services we were able to offer, we should continue to lead with the use of new technology to pursue areas of expanding library services and better meet ever-changing community needs.

OBJECTIVE 1: Increased Access to Emerging Library Technologies

In March of 2025, the library added a more innovative color copy/fax machine that combines duties while decreasing costs in printer ink over the long term.

OBJECTIVE 2: Investigate Grants and Alternative Funding Sources

Library staff plans to apply for a Community Foundation grant for new computers as well as a digital equity grant from the Montachusett Regional Planning Commission.

OBJECTIVE 3: Changing Community Needs

In a fiscally challenging time for the town and residents, the library staff continues to monitor feedback from patrons and community members to try and accommodate requests as best they can with the resources at hand.