



# Strategic Plan

2025-2030

## Mission

Mission: The Hartland Public Library is a focal point of the community, a gathering place for all people. The purpose of the Library is to provide free access to materials, resources, and programs for the educational, recreational, and informational needs of the community.

## Introduction

The Hartland Public Library adopts the following strategic plan for the 2025-2030. The Plan replaces the previous strategic plan.

## Process

The Board of Trustees and the Library Director began the strategic planning process in 2023. A Strategic Planning Committee of Hartland residents, Library Trustees, Friends of the Library, and Library staff formed in the Summer of 2024. The committee gathered input from the community through surveys and in-person interviews. The input process ran from late July to mid-September. Three committee members reviewed the interviews and surveys, and organized the data into thematic groupings. Two discussions amongst committee members and additional townspeople then analyzed the data to highlight important goals and actions. Many thanks to all who contributed to this Strategic Plan.

The Hartland Public Library Strategic Plan directs the Board and staff to focus in four areas:

Focus Area 1: Continue to be a gathering place for all

Focus Area 2: Ensure the building meets the needs of the community for the next 25 years

Focus Area 3: Build and promote the collection and programs

Focus Area 4: Provide an excellent work environment for staff

# Focus Area 1

Continue to be a gathering place for all

The overwhelming response from the community input to the strategic plan is that the Library is doing a wonderful job already at being a gathering place for the community. The Library should continue the excellent work of the past year, and consider new ideas as well. It's important to remember that town institutions and groups can work together to provide community gathering opportunities, and the Library is only one of these institutions.

## Goal 1: Understanding our success

The Library is a gathering place for many in the community because of the collection of items available and programs offered, and staff skills. Through building and using a simple evaluation system, staff and Board could establish goals for Library services and outreach, and then understand whether HPL is reaching its aim of being a gathering place for all.

## Goal 2: Increase outreach to all community members

Identify groups in town who are not using the Library (whether this be demographic groups or formal clubs) and create outreach plans toward these groups.

## Goal 3: Continue to build strong community partnerships

Continue to strengthen community partnerships to extend the reach of the Library's resources and continue toward the mission of being a gathering place for all.

# Focus Area 2

Ensure the building meets the needs of the community for the next 25 years

## Goal 1: Be prepared for the library's role in emergencies

This goal directs the Board and Library Director to better understand the role of the Library as an emergency resource for Hartland, in concert with Hartland town staff. What is needed to best prepare for natural and social disasters is addressed by, but not limited to, the following actions:

- a. Revisit and update the role of Library staff and the Library building in the Local Emergency Management Plan (LEMP).
- b. Update the recovery plan for flood impacts to the building and collections.
- c. Clarify whether the Library is considered a heating or cooling shelter.
- d. Revisit and update the Health Emergency Plan created during the COVID-19 Pandemic.

## Goal 2: Make the most of the current Library building

The Library building is 25 years old. Though an excellent facility, it is due for major mechanical and physical updates (see Goal 3 below). The major updates require advance planning and will be expensive. The use of the building can be creatively enhanced while we await the resources for major updates. The Strategic Planning survey responses and staff expertise will guide the creative use of current Library spaces.

## Goal 3: Collaborate with town government to create a long-range plan for the building

The Town retains responsibility for the building and the outdoor area surrounding the Library (known as Foster Meadow). The building needs maintenance and upgrades, and the Board of Trustees, and Library Director, will continue to collaborate with the Selectboard and Town Manager, to determine a long-term approach to these needs.

Recent professional assessments provided a list of necessary upgrades for the building. These are:

- a. Building upgrades to come into full compliance with the Americans with Disabilities Act. These include but are not limited to paving the parking lot, walkway, sidewalk, and installing a new elevator. Including Braille signage for the restroom and the meeting rooms.
- b. Energy efficiency upgrades, include replacing the HVAC system which is nearing the end of its life span. Efficiency upgrades include, but are not limited to, building weatherization and the installation of heat pumps.

The suggested long-range plan for the building will also encompass a plan for anticipated routine building maintenance, and establishing clarity with the Selectboard and the Board of Trustees on our respective areas of responsibility. Formalizing an operating agreement between the Library and the Town is one step to consider.

# Focus Area 3

Build and promote the collection and programs

This focus area directs the Library to continue the successful programs, events, and collection-building efforts that led to the overwhelmingly positive community input to the Strategic Plan. One theme from the survey is that not everyone in the community is aware of the library's breadth of services.

## Goal 1: Continue building the Hartland Library collection

Library collections, ranging from books to things to digital resources, should meet the needs and interests of Hartland patrons. Staff will continue to respond to patron interests, and continue to challenge, excite, and surprise patrons with new acquisitions.

## Goal 2: Continue to provide excellent programming

Community input indicated that recent Library programming is helping the Library meet its mission of being a gathering place for all people. The Library will continue to provide a space for community gathering, and supporting community educational goals.

## Goal 3: Discover new ways to publicize the Library's services and programs

The community survey indicated that many survey respondents were not aware of Library services and resources—whether books, programs, digital resources, meeting rooms, etc. The Library staff and Board will strategize on ways to increase awareness and knowledge of Library services and programs.

# Focus Area 4

Provide an excellent work environment for staff

## Goal 1: Provide a supportive environment for Library staff

- a. Create a long-range plan for Library staffing. A long-range plan will enable the Board and Director to respond to opportunities and build budgets with an eye to the future. The plan should include total staff hours and respond to as personnel and community needs, amongst other possible considerations.
- b. Update the Library Staff Personnel Manual.

## Goal 2: Continue to support professional development

- a. Emphasize the importance of ongoing professional development for staff.
- b. Support the staff so they can attend professional development training and conferences relevant to their job duties and interests.
- c. Maintain funds within the budget for staff to attend professional conferences and attend necessary training.
- d. The Board of Trustees members should understand their responsibilities and seek any necessary training to carry out their duties.

## Goal 3: Provide competitive and equitable wages

- a. Utilize Vermont Department of Libraries and Vermont League of Cities and Towns resources for wage assessment in order to periodically assess Library wage scale and provide competitive and equitable wages.
- b. Within the Library long-range staffing plan, consider wage equity with the Town and other area libraries.

# Participants

Thank you to the following:

## Strategic Planning Committee Members

Traci Joy (Library Director)

Toni Vendetti (Friends of the Library President)

Harriett Dumas

John Dumas

Amy Davin

Prue Merton

Becka Warren (Board of Trustees Chair)

Hatsy McGraw

## Also

Kathleen Kennedy

Ethel Weinberger

Chiho Kaneho

Meredith Liben (Board of Trustees Secretary)

Laura Bergstresser

Colleen Lannon

## Staff

Erik Van Eck

Amy Vanderkooi