



2023-2027 Gates Public Library Strategic Plan

Our Vision

The Gates Public Library will be a dynamic gathering place of discovery at the heart of the community.

Our Mission

The Gates Public Library will continue to be a friendly, creative learning center where the staff engage with the public to develop a variety of collections, resources, and programs that will encourage education, literacy, personal enjoyment and professional growth.

Our Values

The cornerstone of Gates Public Library is to provide:

- An environment free of barriers; build an equitable, inclusive library community in books, programming and library services.
- Programming for all; deliver a wide range of expressions and intellectual activities.
- Service; cultivate an inclusive staff with supportive ethics, knowledge and empathy for our patrons.

Advocacy and Sustainable Funding

Goal: Work with funding sources to maintain and establish additional financial support for the library and its mission.

- Remain on budget and fundraise through the Friends of the Gates Public Library for supplemental needs.
- Grow community partnerships to encourage involvement and financial support.
- Pursue grant funding opportunities to advance Gates Public Library.

Goal: Community residents of all ages will have access to cutting edge technology fostering digital inclusion for lifelong learning.

Technology Infrastructure

- Provide, maintain, and enhance digital materials.
- Increase the scope and frequency of technology programs for teen and adults 55 plus.
- Continue to provide mobile internet access for community residents via mobile hotspots.

Marketing

Goal: Community residents of all ages will be made aware of library resources, programs and services for their own personal, business and educational development.

- Continue to promote communication between Library leadership and Municipality leadership.
- Create marketing campaigns to express the Library's value in the community.
- Work collaboratively with the Gates Recreation Center and provide quarterly information to Cornerstone.

Goal: Prioritize programs that will address personal, business and educational needs and requests.

Programs and Events

- Increase capacity for programming by training additional staff, identifying outside skilled students or professionals to provide instructional classes.
- Continue to hold educational, cultural programs.
- Create parenting programs facilitated by the library.

Commitment to the Community

Goal: Develop initiatives for all ages which reflect community needs.

- Provide safety training annually for Library staff to ensure a safe space.
- Routinely evaluate and update Library policies.
- Preserve MCLS relationship to aid in expanding system services and deliver updated resources and services.

Goal: Provide enhancements of library experiences meeting patrons' needs and expectations.

User Experience

- Evaluate services and patron experiences using analytical resources. Use results to further maintain and ensure equity, diversity and accessibility in services and materials.
- Continue to identify and evaluate customer service touchpoints: Physical layout, facilities, signage, staff training, and customer interactions, computers/Printers.
- Work with the Town to continue building an inclusive and contemporary facility.

Evaluation and Measurements

The Library Director will use the following benchmarks to determine the progress of the goals and actions over the ensuing five years. They include: frequency of elected official/dignitary engagements, collaboration with community organizations, use of data from our annual reports to demonstrate increase of services and materials, promotion of digital literacy, continually review library trends and build a facilities plan and uphold the Gates Public Library Values.