

DIGHTON PUBLIC LIBRARY

FY 2021 - FY2026

STRATEGIC PLAN



APPROVED BY THE DIGHTON BOARD OF LIBRARY TRUSTEES
NOVEMBER 19, 2020

MISSION STATEMENT



The Dighton Public Library provides materials and services for the residents of Dighton, from infant to elder, for the discovery of ideas, the joy of reading, and the power of information.

VISION STATEMENT



The Dighton Public Library is committed to achieving and sustaining robust public library services for all in the community.



OUR PRIORITIES

PROGRAMMING & MARKETING

The Dighton Public Library will broaden programming and marketing efforts to engage existing library users and reach new library users.

ADVOCACY

The Dighton Public Library will increase advocacy efforts in the community to enhance awareness of programs, services and all of the ways the library enriches the lives of Dightonians.

FACILITY

The Dighton Public Library will continue its quest of bringing a 21st century to the town of Dighton.

PROGRAMMING & MARKETING

THE DIGHTON PUBLIC LIBRARY WILL BROADEN PROGRAMMING AND MARKETING EFFORTS TO ENGAGE EXISTING LIBRARY USERS AND REACH NEW LIBRARY USERS.

OUR GOALS AND OBJECTIVES

Broaden outreach to residents by developing programming to reach new segments of the population

- Develop programs for teens
- Develop more programs involving community "makers" - the hands-on, do-it-yourself projects and hobbies
- Identify and highlight new programs and services that could be offered in a new library.

Introduce new marketing channels and partnerships in order to promote the library and engage new users and advocates

- Create new marketing channels to promote the library
- Form new community partnerships to assist with marketing and provide mutual marketing opportunities for both partners.

ADVOCACY

THE DIGHTON PUBLIC LIBRARY WILL INCREASE ADVOCACY EFFORTS IN THE COMMUNITY TO ENHANCE AWARENESS OF PROGRAMS, SERVICES AND ALL OF THE WAYS THE LIBRARY ENRICHES THE LIVES OF DIGHTONIANS.

OUR GOALS AND OBJECTIVES

Increase advocacy for the Dighton Public Library by recruiting key stakeholders and community influencers

- Expand the number of library trustees from three to six.
- Create a consistent and compelling message about the role of the library within the community
- Establish a group of Library Ambassadors that can help visualize the future of the library, including funding opportunities.

FACILITIES

THE DIGHTON PUBLIC LIBRARY WILL CONTINUE ITS QUEST OF BRINGING A 21ST CENTURE LIBRARY TO THE TOWN OF DIGHTON.

OUR GOALS AND OBJECTIVES

Provide sound stewardship of the existing Dighton Public Library building

- Achieve ADA, building inspector compliance and Fire Code compliance satisfactory to the Trustees, Selectmen and Town Administration

Create affordable supplemental library space

- Leverage lower cost, temporary added space to enable reconfiguring the existing library space in order to offer expanded services and increased numbers of visitors to the library

Prepare a comprehensive plan for a new, accessible, code compliant, 21st century library at new location

- Create a written, formal plan describing a new library for Dighton, including the details of the what, where, when, why and how

DESCRIPTION OF PLANNING METHODOLOGY

In January 2020, the trustees of the Dighton Public Library (DPL) engaged the consulting firm Empower Success Corp (ESC) to lead a collaborative strategic planning process.

A strategic planning committee which included the ESC team, the board of trustees, library staff and representatives from the community was created and met regularly from January - June 2020 to review ESC findings and build a new strategic plan.

ESC first analyzed trends and best practices in public libraries; did a peer group analysis; and conducted individual interviews of major stakeholders including staff, trustees, representatives from the town of Dighton and community members.

Based on the information compiled, ESC prepared a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) analysis.

All of the data was presented to the committee at the first workshop held in March 2020. The committee identified specific initiatives and actions as suggested by the SWOT, and they were grouped into three primary focus areas which provided the framework of the strategic plan.

Subsequent meetings were held virtually. Each focus area was discussed to fine tune the ideas and potential goals that could accompany each focus area, That also included identifying and prioritizing action steps to form the strategic plan for the next five years.