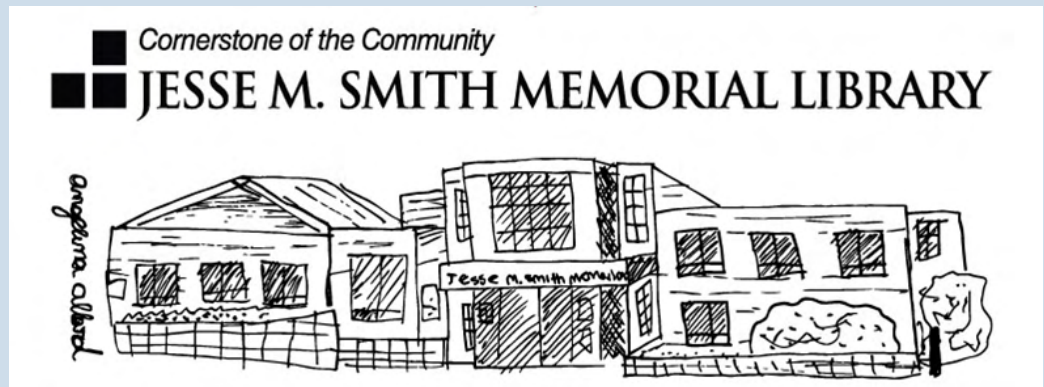


JESSE M. SMITH MEMORIAL LIBRARY STRATEGIC PLAN



January 2023 - January 2028



Mission Statement

The primary mission of the Jesse Smith Library is to serve as a full service public library providing access to a wide variety of materials and services to meet the educational, informational and recreational needs of the community.

Library Vision Statement

The slogan of our library is “Cornerstone of the Community.” The library strives to be an integral and vibrant center for our community. The Jesse M. Smith Memorial Library will continue to provide access to diverse materials, services and programs in an atmosphere which encourages the free flow of ideas to educate, entertain, enrich and inform the residents of the Town of Burrillville. The library will continue to serve as the community's principle resource for reference, and special emphasis will continue to be placed on supporting students at all academic levels and on stimulating the interests of young children to develop an appreciation for reading and learning. The library will continue to strive to acquire up to date technology that will allow patrons access to the latest in educational, informational and recreational services.



Community Analysis

Burrillville is a rural/suburban community in the northwest corner of Rhode Island. Historically, it was an agricultural and textile manufacturing town consisting of 13 distinct villages, each of which grew up around its own mill. Today, the majority of residents are employed outside of the town. There are some small manufacturing and service industries located within the town, but the town's primary revenue source is residential taxes.

According to the 2020 census, Burrillville's population is 16,158. The two largest population centers are the villages of Pascoag and Harrisville. The median age is 40.7 years. 19.8% of Burrillville residents are under the age of 18 years and 29.9% are over the age of 55. 74.9 % of the population resides in owner-occupied housing. There are three major senior housing complexes and several nursing homes in town. Numerous rental housing units exist in town including several affordable mixed family housing complexes.

The town has many outdoor recreational facilities available to the public. Residents and visitors alike enjoy three state owned forest recreation areas, and numerous ponds and lakes that provide an abundance of fishing, boating, canoeing and swimming areas. The town also contains a bike/walking path, a skateboard park for local youth, two golf courses and a number of sports fields. The Town lacks other types of public and family entertainment facilities.



Library Overview

The library is located in the village of Harrisville. Located in the Stillwater Mill Center, we are on a main traffic route and within walking distance of the town's high school, two elementary schools, the Burrillville Farmer's Market Pavilion, the Clocktower Apartment Complex and two senior centers.

Our facility is 24,900 sq. ft. and was completed in 2008. The library has 2 floors, the 2nd floor dedicated to children's services. The library has 3 rooms available for use by nonprofit organizations for meeting space. Behind the library building is our Riverwalk, an expansive space that runs along the Clear River. The Riverwalk is used for library programs and recreational use such as walking and picnics. Our Storywalk® is also located on the Riverwalk.



Library Snapshot 2022



PHYSICAL HOLDINGS

65,823

ELECTRONIC HOLDINGS

176,880



CIRCULATION

71,460

VISITS

41,482



PROGRAM
ATTENDANCE

20,676

REFERENCE
TRANSACTIONS

5,208



Plan Development Process

We began the process of updating our strategic plan with a community survey. After analyzing the survey results, administration and department heads met to do SOAR (Strengths, Opportunities, Aspirations, Results) exercises to identify our strengths and how we could capitalize on those strengths to improve our library. Guiding our strategic planning process was the consensus that our strengths were programming, customer service, value and collaborations. After our strategic plan was developed, Trustee members gave their input as well.



Plan Objective and Evaluation Statement

In April 2023, the library will celebrate 15 years in our Tinkham Lane location. During the last 15 years, we completed the library's transformation into a community center in keeping with our motto "Cornerstone of the Community". For the next five years, we will build upon our transformation and continue to offer our residents a place to gather for both educational and entertainment purposes. We will grow our community connections and inspire and thrill our patrons with new and ever expanding programming. This plan will be reviewed annually to assess the progress being made in meeting goals.



THE JESSE M. SMITH MEMORIAL LIBRARY
The Cornerstone of the Community

STRATEGIC PLAN
GOALS 2023-2028



STRATEGIC PLAN

GOAL- Connect Our Community to Our Services

We want our community to take advantage of all the wonderful things we offer.

⇒ **Increase public awareness of library and library services with marketing/branding**

Strategies for implementation:

1. Develop a welcome packet for new patrons
2. Coordinate with other town and community groups to maximize attendance at, publicity for, and coverage of local community events
3. Keep public informed about new and existing library services
4. Update and promote social media presence
5. Maintain informational kiosks throughout library including electronic kiosks
6. Maintain and update library website
7. Increase newspaper publicity by issuing press releases for all programs and activities
8. Merchandise collection through rotating displays and brochures
9. Investigate “branding” options to make all publicity uniform including social media, website, newsletters, etc.

⇒ **Fostering partnerships**

Strategies for implementation:

1. Continue existing partnerships with town departments, senior housing, schools, BPAC and local community groups
2. Develop business partnerships



STRATEGIC PLAN

GOAL- Connect Our Community to Our Services

⇒ Outreach

Strategies for implementation:

1. Schools

- a. Welcome all kindergarten and first grades to visit the library for formal tours
- b. Encourage visits from all other schools including preschools
- c. Commit to at least 1 visit per year by children's librarians to all elementary schools
- d. Commit to at least 1 visit per year by teen librarian to middle school

2. Seniors

- a. Restart craft/book programs monthly at town senior housing facilities
- b. Start visits to area nursing homes
- c. Continue to partner with Burrillville Aging Stronger at local events

⇒ Connect to non-users

Strategies for implementation:

1. Continue to participate in all local community events
2. Investigate offsite programming at local businesses



STRATEGIC PLAN

GOAL- Programming

One of our primary strengths is the high quality, free programming we offer our community.

⇒ Educational

Strategies for implementation:

1. Focus on STEM/STEAM programs for children of all ages
2. Pursue educational programs for adults including historical, healthy living and natural sciences lectures

⇒ Entertainment

Strategies for implementation:

1. Continue to provide free, fun events for all ages
2. Bring free, quality music to our community with our Riverwalk Times Concert Series

⇒ Focus on families

Strategies for implementation:

1. Offer at least 4 family oriented large programs every year



STRATEGIC PLAN

GOAL- Community Gathering Place

Since our Tinkham Lane location opening in 2008, our community values our library as a gathering place.

⇒ For parents and young children

Strategies for implementation:

1. Maintain a dramatic play center and playroom for families and children to meet and form connections
2. Encourage participation in library events and programs

⇒ For teens

Strategies for implementation:

1. Promote teen hangout
2. Foster relationships and community service with VolunTeen program

⇒ For adults

Strategies for implementation:

1. Provide meeting space for local nonprofit organizations
2. Create group centered casual programming such as adult trivia, knitting and mahjong



STRATEGIC PLAN

GOAL- Digital Literacy

Digital literacy is key to success in today's society. Our community relies on us to provide free technology resources and training.

⇒ Provide access to free technology

Strategies for implementation:

1. Maintain computers, scanning capabilities and printer for public use
2. Provide wireless printing
3. Provide assistive technology including a NVDA screen reader, magnifier and an adaptive website
4. Provide free electronic resources including MS Office, databases and eBooks

⇒ Provide free and quality technology training

Strategies for implementation:

1. Offer walk-in, one-on-one and small group technology instruction
2. Focus on workforce development assistance
3. Highlight safe online practices and scam alerts
4. Connect children and teens with quality online resources



STRATEGIC PLAN

GOAL- Ensure a Welcoming Environment

We want residents to love coming to the library and discovering all we offer.

⇒ **Create a warm and welcoming atmosphere**

Strategies for implementation:

1. Greet patrons at all points of staff interaction

⇒ **Make accessible for all**

Strategies for implementation:

1. Commit to assistive technology
2. Make sure facility meets all ADA requirements

⇒ **Foster community love for the library**

Strategies for implementation:

1. Encourage volunteering by all ages
2. Invite feedback
3. Encourage membership in the Friends of the Library



STRATEGIC PLAN

GOAL- Ensure Library Building Serves Future Needs of the Community

Our building is an important town resource, and we need to preserve it for future generations.

⇒ **Maintain building condition**

Strategies for Implementation:

1. Access need for capital repairs as building ages. Develop a plan and budget for necessary repairs
2. Pursue grant funding for qualifying repairs

⇒ **Assess emergency preparedness**

Strategies for Implementation:

1. Review annually and update the Disaster Plan as needed
2. Provide staff training on any updates to Disaster Plan
3. Work with town emergency agencies to provide staff training and support.
Conduct biannual fire drills and fire extinguisher training

⇒ **Redesign reference area**

Strategies for Implementation:

1. Pursue CIP or grant funding to make reference service desk more visible and user friendly

⇒ **Expand community room/dedicated teen space**

Strategies for Implementation:

1. Conduct feasibility study for redesign of concourse/community room to create 1 large area with removable divider to have a community room and smaller dedicated teen hangout space
2. Research funding sources



STRATEGIC PLAN

GOAL- Staff Development

Our community values the staff's customer service and friendliness. To ensure quality staff, we need support and training.

⇒ Support

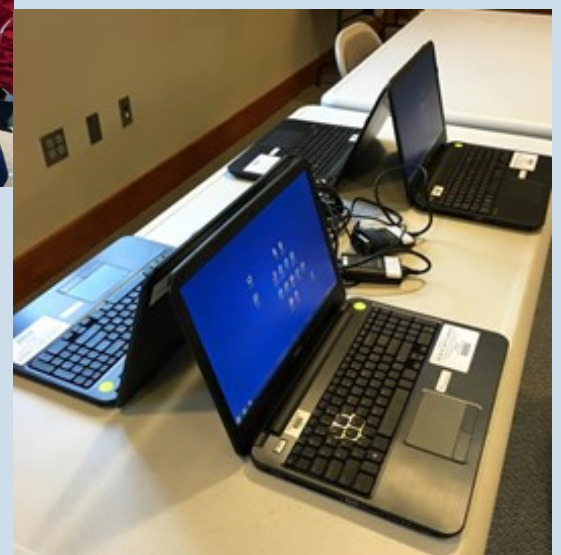
Strategies for implementation:

1. Provide continuing education and in-house training opportunities
2. Clearly communicate policies, procedures and new initiatives through Teams
3. Provide opportunities for multiple departments to work collaboratively to foster teamwork

⇒ Training

Strategies for implementation:

1. Provide continuing education and in-house training opportunities
2. Focused training on emergency preparedness
3. Focused training on customer service
4. Solicit customer input to improve customer service
5. Keep crowd manager certifications up to date
6. Have senior staff share knowledge to prevent loss of information upon retirements



STRATEGIC PLAN

GOAL- Collection Development

One of the cores of our library are the materials we offer to our residents for free.

⇒ Provide source of free materials for a diverse array of residents

Strategies for implementation:

1. Research community needs
2. Update Collection Development Policy



STRATEGIC PLAN

GOAL- Preserve our Local History Collection for Future Generations

The library houses an eclectic and vast local history collection. We are a depository for many of the resources compiled by Pat Mehrtens, Burrillville Town Historian.

⇒ Make collection accessible

Strategies for implementation:

1. Continue reorganization of local history collection to enable easier and safer access
2. Utilize digital kiosk to share local history holdings
3. Update Local History Room Access and Usage Policy

⇒ Develop a digitization plan

⇒ Pursue preservation grants

