



Brunswick Community Library

LONG RANGE STRATEGIC PLAN FOR 2026-2029

Our Mission:

The Brunswick Community Library provides access to lifelong learning, resources, engaging activities, and an inclusive community space for all.

Background:

The Board of Trustees and the Library Director take community feedback into consideration while building a feasible and sustainable plan for the future of the Library's services and offerings.

Introduction:

Like many community libraries, Brunswick Community Library will continue to face the challenges of emerging technology, infrastructure maintenance, budgetary constraints, and balancing patron needs. Within this set of challenges, we hope that Brunswick Community Library will use this strategic plan to maintain its relevance in the community, modernize its services, collections, and programming.

STRATEGIC INITIATIVES

Initiative 1: Improve Communication and Community Engagement.

Understand the needs of patrons of all ages, incorporate strategies to attract newcomers, and publicize current services to existing patrons and the community at large.

Activity 1: Distribute promotional materials across all media to advertise Library hours and services.

Activity 2: Continue to develop the Library website to optimize its effectiveness as a tool for informing and interacting with the public.

Activity 3: Continue to update the Library's social media presence as

offerings in this realm change.

Activity 4: Consider the diversity and demographics of Brunswick's population and offer Library programs to meet those needs.

Activity 5: Expand and strengthen Library services around the community and build relationships with other community agencies.

Activity 6: Enhance the promotion of other community offerings that patrons can access at the Library.

Activity 7: Monitor the use of the indoor and outdoor Library spaces to ensure they are meeting our community's needs.

Initiative 2: Financial Strength

Enhance the Library's financial position and improve operational efficiencies to ensure stability, and support increased costs resulting from larger workspaces, enhanced and improved programming, and inflation.

Activity 1: Continue current fundraising activities while also seeking new opportunities for financial growth, exploring all avenues of stable library funding.

Activity 2: Maintain a donor database to recognize past donors and identify future donors.

Activity 3: Explore energy conservation options through continued energy monitoring, researching, and auditing.

Activity 4: Maximize use of technology to transition to paperless systems to support daily operations and fundraising.

Activity 5: Seek high-yield stable investment opportunities to grow our assets.

Activity 6: Continue pursuing options for budget increases, whether through the town's departmental request or a possible public budget vote.

Initiative 3: Explore and Expand Library Collection and Programming Update and expand the Library's collection and services to best meet patron demand and to reflect the diversity of our community.

Activity 1: Allocate materials spending to provide for all types of digital offerings, while still maintaining a quality physical collection.

Activity 2: Continue to regularly market the Library's digital collection and educate the public about new offerings.

Activity 3: Provide educational and recreational programs that target multiple demographics within our community.

Activity 4: Explore funding options for bringing new programs, resources, and services to the Library.

Activity 5: Monitor the use of the indoor and outdoor spaces to ensure that they are meeting our needs.

Initiative 4: Ongoing Board of Trustees Leadership Plan

Create a structure for the Board of Trustees to ensure smooth transitions between Trustees' terms. Identify and mentor community members for leadership roles so that the productivity of the Board will be maintained.

Activity 1: *Succession Plan Goal:* Work with the Nominating & Retention Committee to modify Board Members' terms such that ideally no more than two positions expire each year. Monitor the size of the Board and add seats (keeping an odd number) as needed to fulfill the Library's support/volunteer needs.

Activity 2: *Mentoring Plan Goal:* Pair a Trustee with an Executive Committee Member or Committee Chair in advance of the expiration of the outgoing Member's term to impart knowledge and train the incoming Trustee.

Activity 3: *Retention Plan Goal:* Create a "New BCL Trustees Handbook" with annual forms and general informational documents for incoming Board members.

Activity 4: *Nominating Plan Goal:* Identify new community members, maintain communication, and foster participation with interested and active community members who could be potential Trustees.

Activity 5: *Information Sharing Goal:* Continue digitizing and maintaining Board documents to be searchable and accessible by all Trustees in our BCL Google Workspace.

Activity 6: *Policies & Procedures Updating Goal:* Review all library policies and guiding documents on a 3-year basis to ensure they reflect current operational practices and expenditure figures proportional to inflation.

* This document can be extended beyond 2029 by vote of the Board of Trustees.