



# Amherst Town Library

*Professional service with a personal touch*

## Strategic Plan September 2023







# Mission

The Amherst Town Library enhances quality of life for Amherst residents.

We are an accessible resource for people of all ages and backgrounds, and are committed to caring, innovation, quality, and professionalism.



# Vision

**By connecting people, stories and ideas, we enrich people's lives.**

We support informational, educational and recreational needs by providing a diverse collection in a variety of formats, as well as various types of programs for all ages.

Our facility and technology infrastructure support both individual and collective use.

We engage with the community to ensure that our services are responsive to their changing needs.





# Our Priorities



Fostering early literacy and a lifelong love of reading.



Providing engaging, interesting, and entertaining opportunities to learn and recreate.



Enhancing and affirming a sense of community.



# Overview

- open to the public 61 hours/ week
- physical collection of 55k items + eMaterials, museum passes, ILL, GMILCS
- 25 staff (7 f/t, 9 p/t, 9 pages)
- research services, bookclub assistance, local history, article retrieval
- computers, printers, wifi, copier, fax, microfilm, notary
- educational and recreational programs and events for children, teens, and adults
- public meeting room space



# SWOT Analysis (2022)

## Strengths

staff  
services  
collection  
GMILCS

## Weaknesses

parking  
signage  
hiring/ recruiting  
website & catalog

## Opportunities

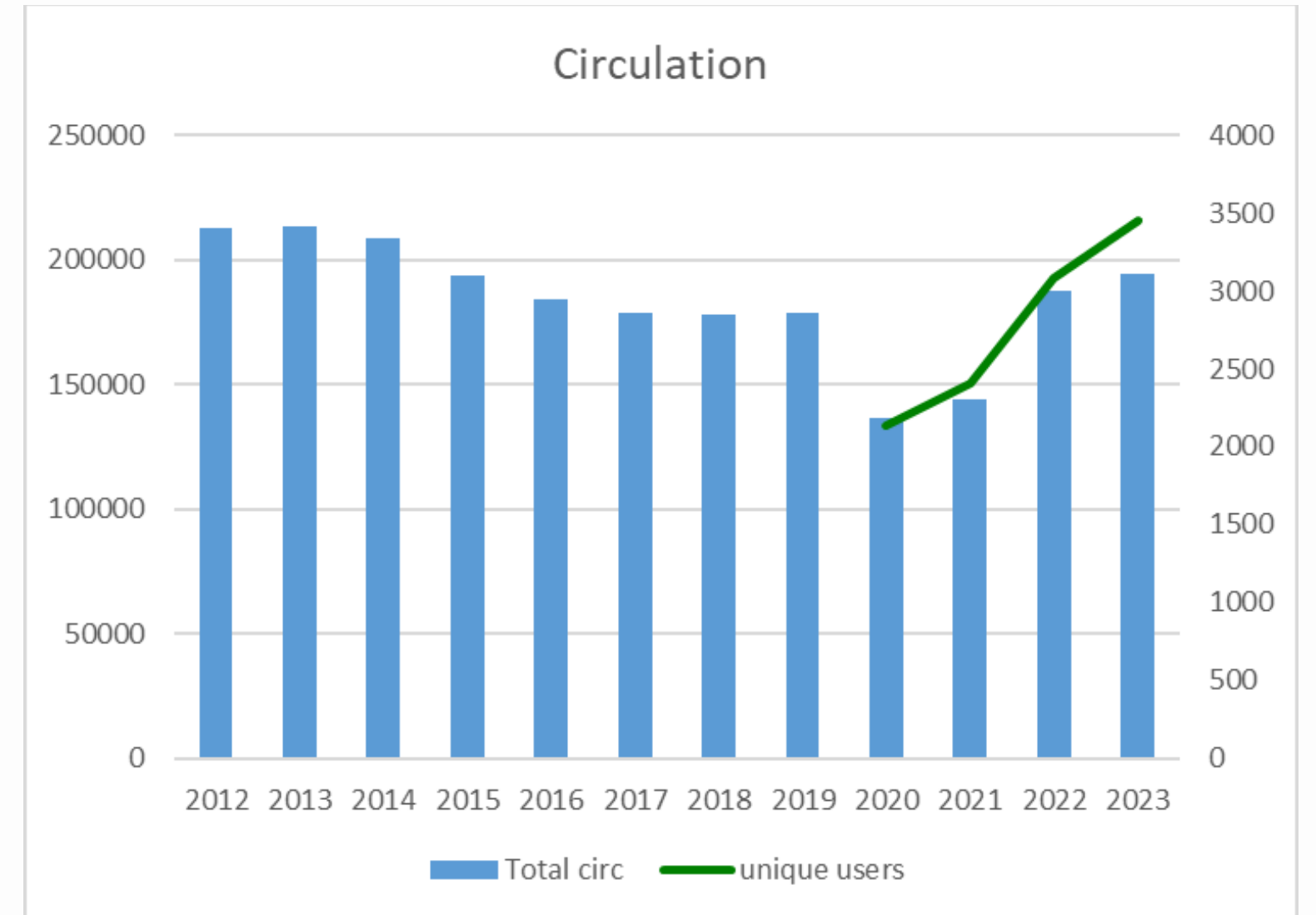
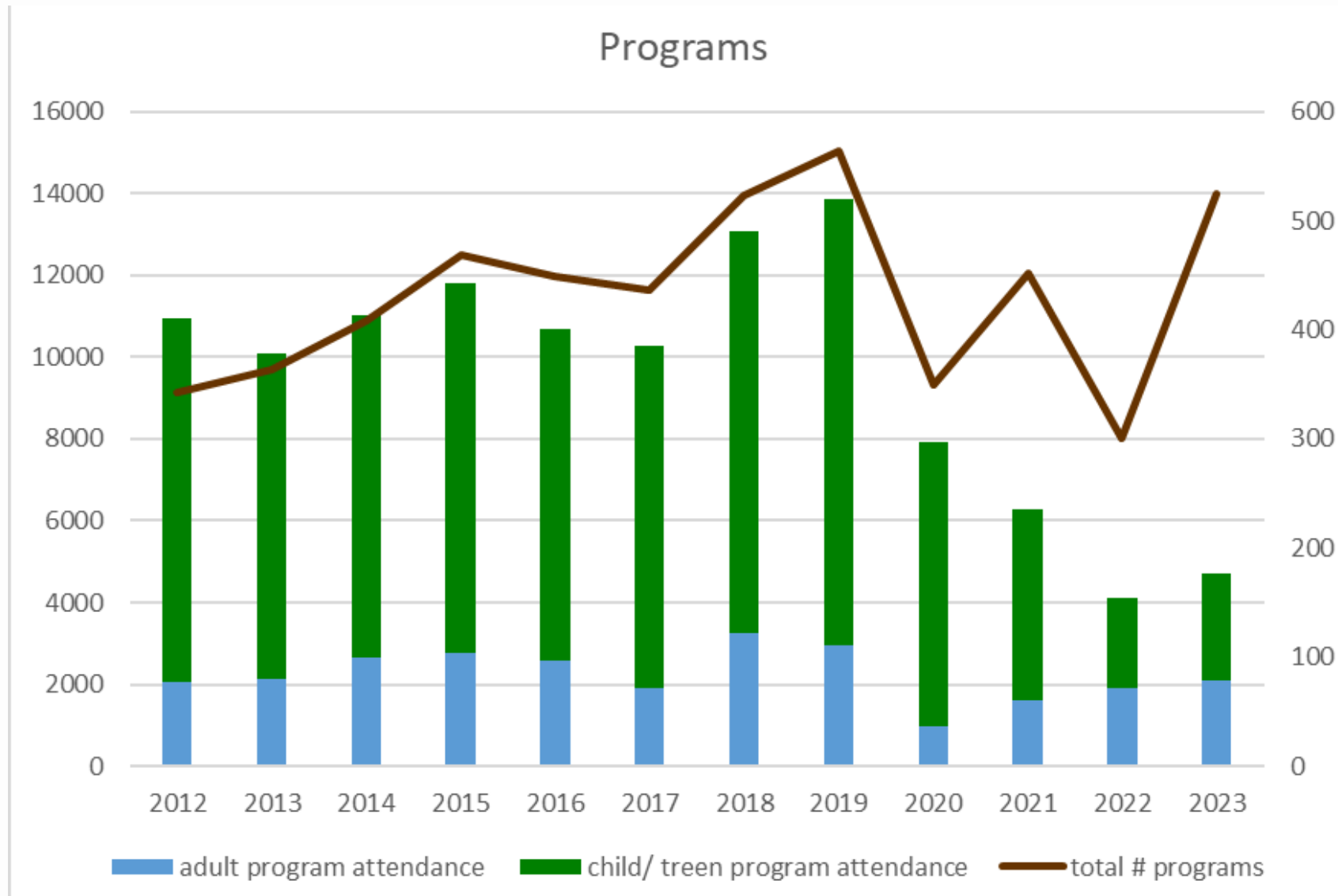
collaboration  
technology  
communication  
programs

## Threats

economy  
digital world  
politics  
changing society



# Dashboard Statistics



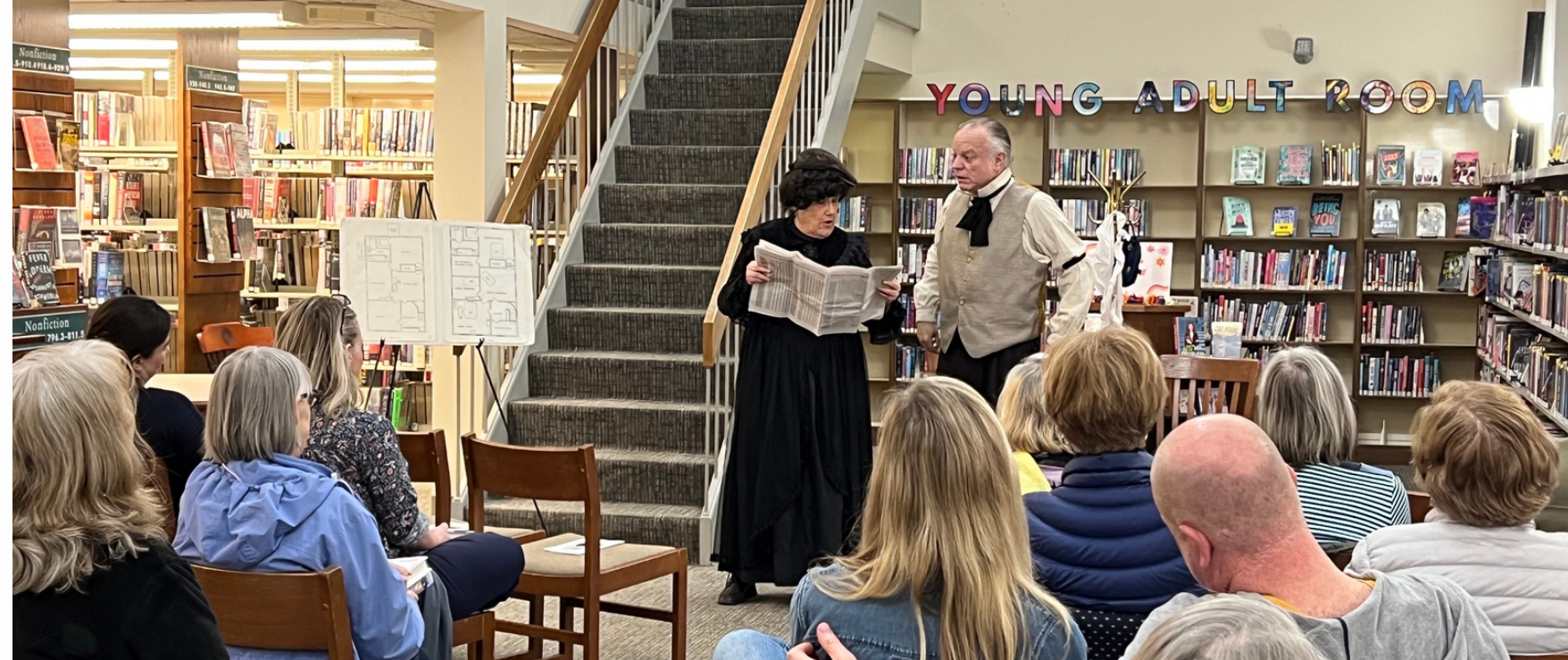
*But what about a qualitative measure?*



# Goals







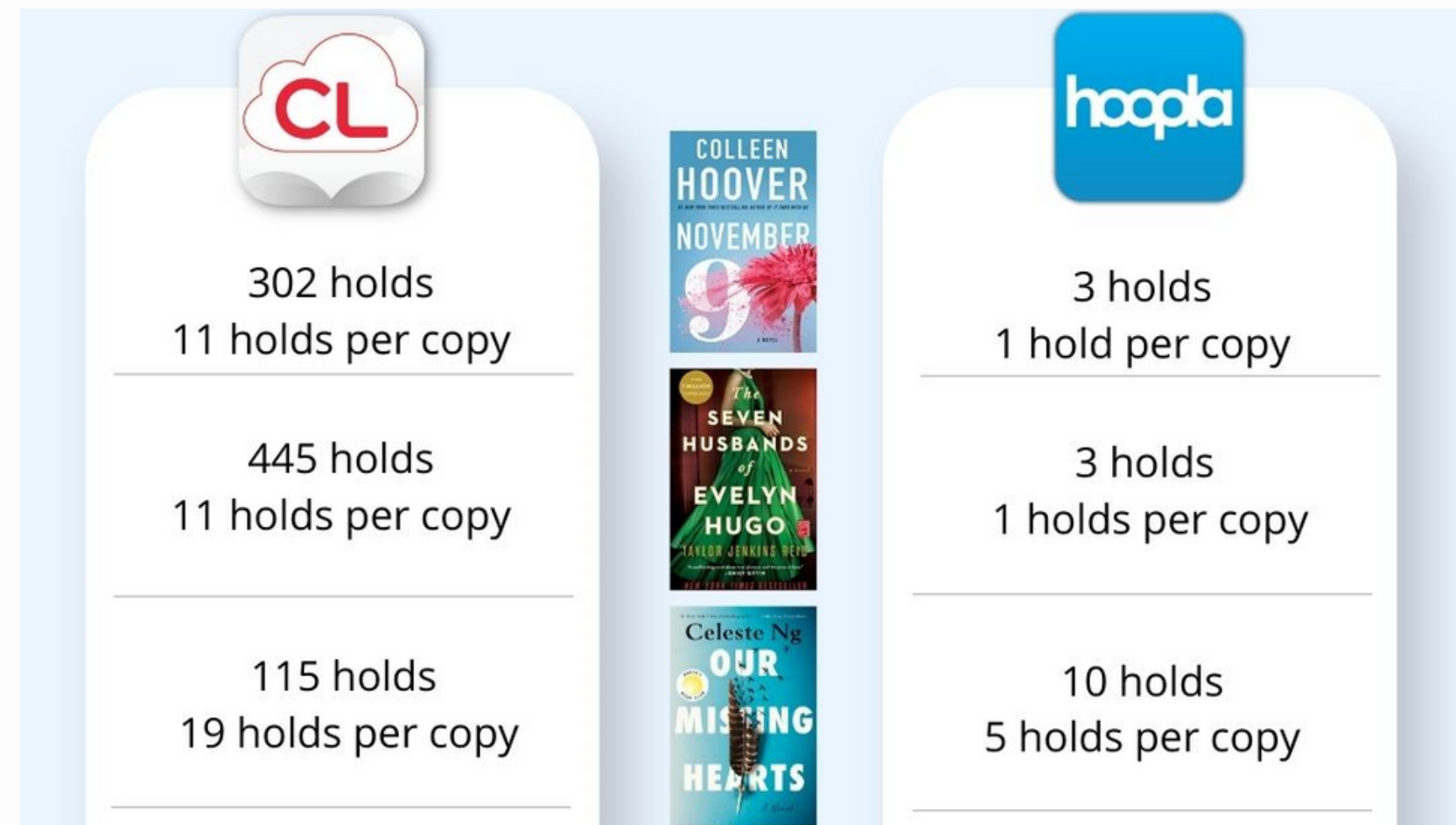
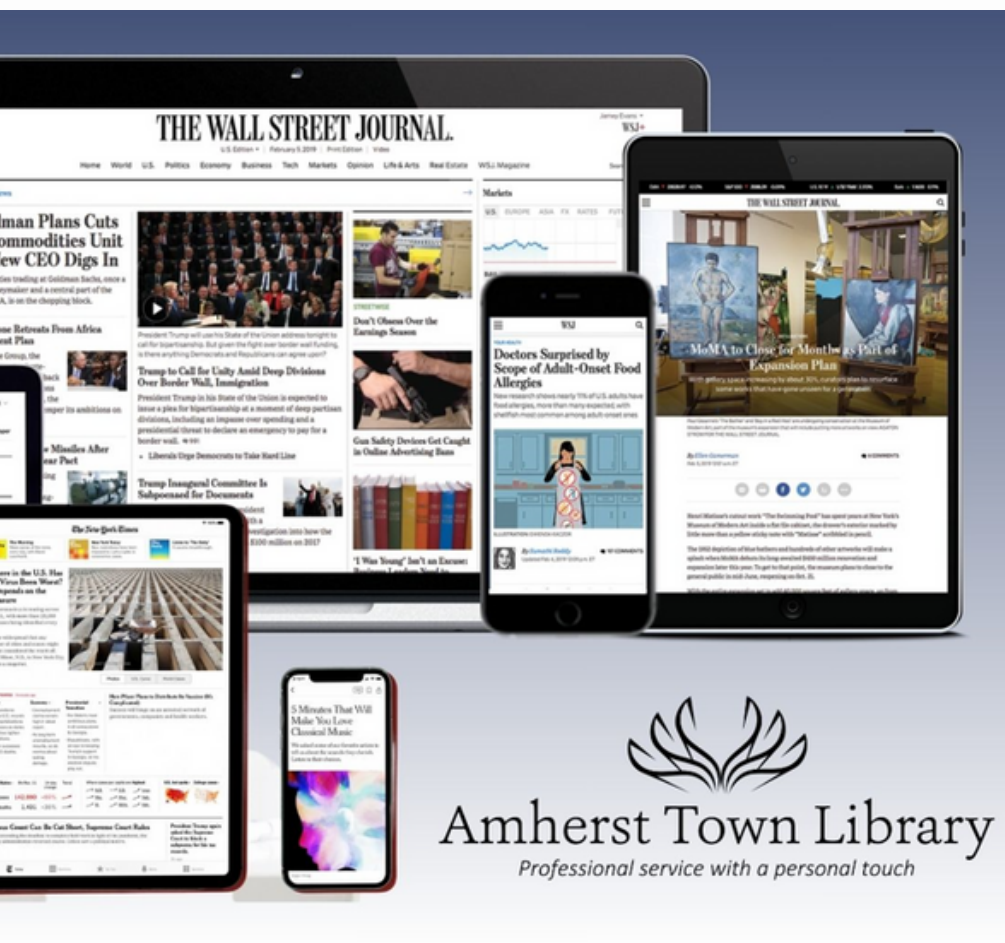
# Restoring programming and activities to pre-Covid levels



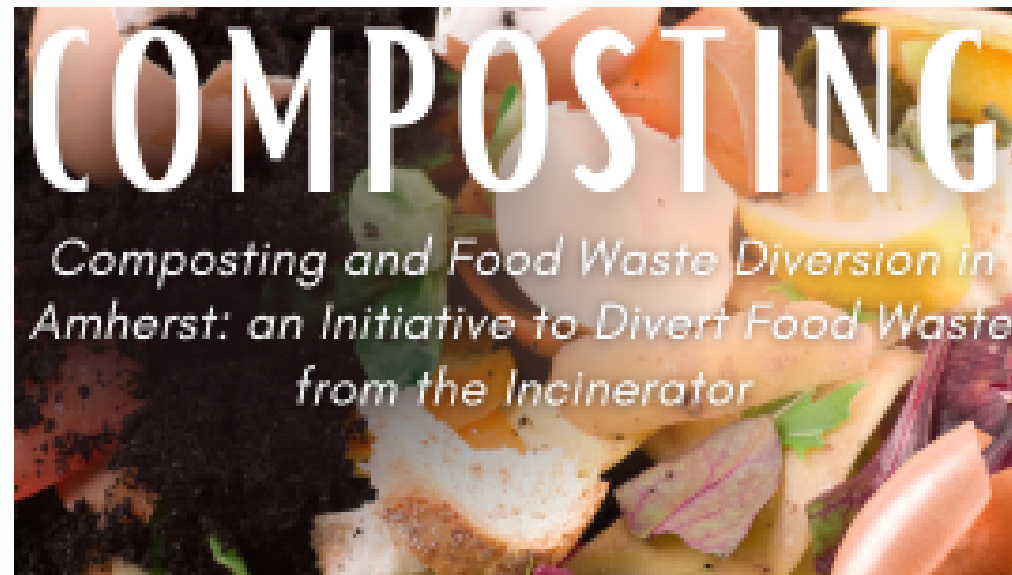


# Collection analysis and accessibility

Do we have the right materials and are they easy to use?







# Strengthening community partnerships

leverage connections for marketing and engagement





# Questions?

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