



Goal 3. The Fletcher Free is positioned to sustain & grow resources.

2020 in sight!

STRATEGY 1 Maintain a strong community presence.

Objective Raise awareness of library services, their benefit & how to access them.

- Activities**
- Rebrand the library and roll out the brand in the community.
 - Re-develop the library website.
 - Develop marketing plans & materials that meet patron needs.
 - Conduct outreach to the community aimed at increasing patronage that reflects the diversity of our community.
 - Promote 'library card sign up month' once a year, as well as other innovative ways to engage community members as library patrons.

STRATEGY 2 Be responsive & accountable.

Objective Ensure services, resources & spaces remain aligned with evolving community needs & expectations.

- Activities**
- Develop data management solutions for tracking and analysis of service statistics.
 - Measure the library's impact in the community.
 - Implement a continuous improvement cycle: needs assessment; satisfaction survey; evaluate data & results; design & implement service improvements.

STRATEGY 3 Build sustainability.

Objective Strengthen the library's organizational & financial foundation.

- Activities**
- Transition library fundraising to our Friends organization as Fletcher Free's 501(c)3.
 - Fund library programming, professional development & special initiatives through the Friends 501(c)3.
 - Develop and implement a capital campaign to redesign & remodel the library interior, emphasizing the children's library, the teen area, meeting rooms, & a café.

2020 Vision

Our community is engaged in lifelong learning. The Fletcher Free Library is an essential partner in Burlington's economic, social & cultural growth.

Mission

To inform, enrich & nurture a community of lifelong learners.

Strategy



Guiding Principles

- Open to all.
- Dedicated to ensuring patronage represents the diversity of our community.
- Dedicated to personal & intellectual freedom.
- Responsive, adaptive & accountable.
- A steward of materials & spaces.
- Committed to working in partnership with the community.
- Passionate about our mission, the Fletcher Free, & Burlington.

**Strategic Directions
2017-2020**



Goal 1. The Fletcher Free enables & facilitates learning, empowering through knowledge.

STRATEGY 1 Provide cultural & literary enrichment opportunities.
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STRATEGY 2 Provide universally accessible literacy programs.

- Objectives**
1. Engage, inspire, inform & open conversation among community members.
 2. Improve connectivity & access to knowledge.
 3. Prepare learners for continued growth.
 4. Contribute to the academic & career success of the community.

- Activities**
- Develop and deliver in-library literary and literacy enrichment programming for infants, preschoolers, youth, tweens and teens, adults, and seniors.
 - Provide literary and literacy enrichment outreach services to seniors, home-based child care providers, students at summer schools and camps, homebound patrons.

STRATEGY 3 Maintain reciprocal relationships for successful learning.

Objective Grow partnerships that add value to community learning opportunities, leveraging both library & partner resources.

- Activities**
- Collaborate to enhance learning opportunities available to the community.
 - Connect patrons to learning opportunities at the library & partners organizations.
 - Contribute to community cultural & educational networks.



Goal 2. Fletcher Free patrons have meaningful & dynamic library user experiences.

STRATEGY 1 Provide useful, usable & desirable library services, resources & spaces.

Objective Ensure all services & spaces provide a solution, satisfy a need, are easy to use & are safe.

- Activities**
- Institute a user-focused service philosophy.
 - Ensure library policies and procedures empower staff.
 - Optimize points of patron interaction in the library and online.
 - Ensure digital resources & their interfaces are seamless, & responsive to mobile technology.
 - Upgrade public technology resources.
 - Design and institute behavior reinforcing wayfinding within the Library.

STRATEGY 2 Build staffing capacity.

Objective Ensure appropriate staffing levels, skill sets and staff empowerment to meet service demands and community needs.

- Activities**
- Continue to build a quality staffing structure, focusing on literacy, outreach and technology.
 - Institute annual evaluations for staff.
 - Provide professional development opportunities for staff.
 - Implement resource-saving technologies.
 - Implement centralized volunteer management.

STRATEGY 3 Maintain relevant, easy-to-access collections.

Objective Patrons use collections for personal growth & lifelong learning.

- Activities**
- Implement user-focused access to collection.
 - Maintain and evaluate centralized collection development model.



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