

Strategic Plan 2025 – 2029



Mission Statement

The Franklin Public Library is dedicated to providing every member of our community with abundant opportunities to learn, explore, and connect .

I. Community - Focused	The library's collections, programs and services reflect the needs of the community. The library is recognized as a valuable community contributor.
II. Communication	The library effectively reaches its audiences to promote the collections, programs, and services through strategic and consistent messaging.
III. Library Services & Facility	The library pursues facility improvements that are necessary for the long - term use of the building and campus and to deliver needed programs and services, fulfilling the library mission.

IV. Operational Alignment

The work of the library's staff, board, foundation, and volunteers are aligned with the library's mission, vision, and strategic plan.

Strategic Areas of Focus

Franklin Public Library will continue its role as a valuable community hub where all users can connect and learn.

Goal Statements

A roadmap showing how we get there

Community - Focused Goals

- Utilize a consistent tool to collect feedback directly from patrons and community members.
- Assess the library collection through available technology, patron feedback, and circulation data.
- Include a variety of formats for library materials to increase collection accessibility.
- Facilitate community dialogue and gather information and data on community needs.
- Enhance relationships within the school district to support school-aged learners and collaborate on collection needs.
- Develop and maintain relationships at the municipal level to engage leaders about library plans, assets, and benefits.

- Community engagement and event participation showcases the library prominently and positions the library as a community hub through marketing efforts, programs, and outreach at events.
- Engage library users and supporters in library awareness and advocacy efforts.

Communication Goals

- Utilize a community-wide communication channels for the broadest information.
- Identify and incorporate diverse communication channels to reach specific audiences.
- Leverage MCFLS-created marketing assets when promoting system-wide resources.
- Incorporate output and outcome data from library programs and services into public communications for patrons, stakeholders, and general audiences.
- Create calls-to-action to engage community members in support of the library.
- Develop assets to communicate the library's financial information to the public.
- Evaluate effectiveness of library communications through tracking, reporting, and library feedback tools.

Library Services & Facility Goals

- Manage current facility and furnishings through a preventative maintenance schedule, noting equipment lifecycles and plans for upgrades/replacements.
- Evaluate overall space needs for library equipment, furniture, program space, study/meeting rooms, and possible future uses, prioritizing flexibility and community needs.

- Determine needs for long - range facility master plan to account for future library needs, capital improvements, and library beautification.
- Prioritize and budget necessary funds, evaluating a variety of funding sources.

Operational Alignment Goals

- Convene a yearly joint meeting of the library and foundation boards.
- Utilize data and patron feedback to evaluate the effectiveness of service delivery.
- Provide staff with continuing education relevant to their roles and community needs.
- Seek grants or sponsorships that financially support needed programs, services, or equipment.
- Examine expansion of Franklin Public Library Foundation involvement by creating committees.
- Evaluate staff alignment to ensure organizational structure meets library service needs and program goals.
- Pursue additional funding to increase staffing needs.

First Year Activities

Activity	Strategic Area	Due Date	Status
Define program priorities for duration of strategic plan using existing data and results of feedback collected during strategic planning.	I. Community - Focused	Q4 Jennifer, Keri	
Establish program evaluation forms that include outputs and outcome.	I. Community - Focused	Q1 Jennifer, Keri	
Utilize program evaluation forms at all programs to gather data about program effectiveness.	I. Community - Focused	Q4 All Librarians	

Codify current communication practices and identify areas for action.	II. Communication	Q1 Management Team	
Create communication standards for timing, copy, and information conveyed.	II. Communication	Q1 Keri	
Inventory library communication channels and define audiences reached.	II. Communication	Q1 Jennifer, Keri	
Assess current library floor-plan for any specific needs or changes	III. Library Services & Facility	Q4 Jennifer, Keri, Briony, Sarah	
Evaluate tools available for facility management and determine method to track facility data.	III. Library Services & Facility	Q3 Jennifer, Joe Wilson	

Establish a method for recording and reporting on strategic plan progress.	IV. Operational Alignment	Q1 Jennifer in collaboration with LB	
Collaborate with the Franklin Public Library Foundation on a fundraising and friend-raising strategy.	IV. Operational Alignment	Q2 Jennifer, Laura	

Strategic Plan Implementation

The Library Board of Trustees and the Library Director will be responsible for the implementation, activities, and reporting of the 2025 – 2029 strategic plan.

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Approved by: Franklin Public Library Board of Trustees

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