**SHEDD-PORTER MEMORIAL LIBRARY**

**Strategic Plan 2025**

**PART 1**

**Introduction**

The Shedd-Porter Memorial Library is located in Alstead, New Hampshire. The library serves two towns: Alstead in Cheshire County and Langdon in Sullivan County. Alstead’s population of 1,800 and Langdon’s population of 600 create a service area of 2,400 people. The community is rural. The magnificent building was donated to the town by John G. Shedd and his wife Mary R. Porter, in honor of their parents.

Beginning in 2023, The Trustees of Shedd-Porter Memorial Library began the process of developing a Strategic Plan. We began by having all Trustees and Staff complete a SOAR Analysis (Strengths, Opportunities, Aspirations, Results) for the Library. With the results of this analysis, we turned outward to the community. The results of the SOAR analysis are in Appendix B.

We held two community forums, asking the same questions to groups of community members. We also engaged community members to help create a community survey. The survey, developed with results from these analyses and discussions, was offered to the community online and in print format. The results of the survey can be found in Appendix A. Patterns in both the responses from the community forums, as well as the surveys, became immediately apparent. It is from these responses that the values, vision, and goals for the library emerged.

**PART 2**

**Mission and Values**

**Mission Statement:** The Shedd–Porter Memorial Library provides access to information, programming and other library services that promote the lifelong enjoyment of reading and learning, for the residents of Alstead and Langdon. People of all ages are encouraged to visit the library. The Trustees and Staff of the library seek to provide a comfortable and safe environment for all users of the library, and to be stewards of this historic structure and its contents (September 2019).

**Vision Statement:** To be the welcoming heart of our community, where all can learn, discover, create, and connect.

**Values:** These values stem from our survey and vision:

● We are welcoming and engaging to all.

● We value the history and architecture of our building.

● We value access to information in many formats and to all people.

● We value community connection and involvement.

● We value responsiveness and relevance.

**PART 3**

**Goals**

In each goal for the library, we hope to engage local support for projects (i.e. contractors and committee members).

**BUILDING**

1. Complete existing projects:

● The downstairs restroom (COMPLETED).

● Window painting.

2. Study:

● Begin a feasibility study of ADA accessibility.

● Explore solutions for repair and replacement of the Library roof.

● Continue our study of the moisture issues in the building, which are closely linked to our goals for the roof.

3. Improve storage capacity throughout the library and achieve greater storage efficiency through rearranging, new shelving, etc.

4. Continue to evaluate the building’s various systems (plumbing, heating, electric) for maintenance and repair

**FUNDRAISING**

The Board will work on increasing our capacity for major funding, in preparation for future capital campaigns.

1. Reach out to community members who would be both interested and good partners for future capital campaigns.

2. Begin “spade work” for a campaign – meeting with influential local donors.

3. Continue to educate themselves on fundraising methods.

**TECHNOLOGY**

1. Continue to help create and support a digitally literate community.

● Continue to teach patrons about the use of Libby, our fastest growing collection.

● Explore different ways to educate our patrons on the use of technology.

2. Support digital equity in all digital collections.

3. Monitor the technology in the library (computers, library social media, and the library website), making sure it is up-to-date and relevant.

4. Continually monitor the software used by the Library, such as the Integrated Library System Apollo, as well as that used by the Trustees (Quicken), and our communications (FatCow).

5. Continue to explore new available technology resources for use by our patrons (closely linked with Collections goals)

**COLLECTIONS**

1. Continue to curate and maintain a print collection that is relevant to our community.
2. Explore digital options for our patrons and evaluate whether these types of services are appropriate for our community, budget, etc. (closely linked with Technology goals).
3. Explore and review the archival materials owned by the library to determine their disposition and future housing.

**STAFFING**

1. Increase accessibility to the building and library services by increasing the hours the library is open.
2. Maintain staffing levels that ensure programs are successful.
3. To continue to support staff by providing an appropriate pay scale.
4. Ensure proper training of staff, including professional development such as conferences and trade group memberships.
5. Cultivate volunteers from the community to help with programs and other library tasks.

**Appendix A**

**Compilation of Community Survey Results**

1. **Question**: How many days per month do you visit the library?

Answers from the paper survey varied and some mentioned that their families (spouses, children, grandchildren) used the library, but they personally were not able to find time because of work.

● Rarely: 4

● Once per month: 13

● Twice per month: 5

● Three times per month: 2

● Four times per month: 6

● More than four times per month: 7

● Several commented that their use was frequent, but online.

2. **Question:** Do you currently have a library card?

● Yes: 27

● No: 13

3. **Question:** Which programs or services would you or your family use most? ● Book Club: 12

● Summer reading and youth programs: 15

● Cinnamon Bun Saturday: 9

● Civil Conversation: 11

● Needlecraft/crafting, lectures, wildlife programs, puzzles: 4 each

4. **Question:** Which services at Shedd-Porter do you most value? ● Borrowing: 27

● Inter-library loan: 27

● Youth programs: 10

● Libby: 13

● Page Turners and working on computers were both mentioned

5. **Question:** Where do you get your information about programming? ● Outside Sign: 16

● Staff: 15

● Word of mouth: 13

● Website: 8

● Social Media: 6

6. **Question:** Are there factors that limit your use of the library?

● Hours: 14

● Distance: 4

● Accessibility: 2

● Time: 3

● No card yet was mentioned

7. **Question:** What makes our library unique?

● The beautiful and historic building: 25

● 18 mentioned the welcoming and friendly atmosphere created by helpful staff. The excellent book selection was also mentioned.

8. **Question:** What improvements are needed?

● 22 mentioned building improvements, specifically the bathroom, roof, and door repair ● 5 specifically mentioned accessibility

● 11 mentioned increased collections

● 8 mentioned digital resources

● one mentioned a fax machine

**APPENDIX B**

**SOAR Analysis Compilation of Results**

**Strengths**

● The building!

● The Staff

● Involved, caring trustees

● Connection and collaboration with other community entities (the school, the Mill) ● Popular, well-attended programs

● Users represent all socioeconomic segments of the Towns

● Welcoming place

● Supportive, voting public

**Opportunities/Challenges**

● The building

● No ADA Access

● Carbon-based heating

● One mentioned the “graying” of Trustees and attendees at some programs ● Engage older teens and young adults

● Geographic area is large and diverse, library serves 2 communities **Aspirations**

● More volunteers – volunteerism in general strengthens whole community ● Civic pride, community engagement

● ADA Compliance/Renovation

● Collaboration, more programming

**Results**

● Strong, healthy, thinking community

● Support during budget initiatives

● A vibrant, welcoming library engaged with the community

● Access to the building is possible for all people