

Greensboro Free Library

A Five-Year Strategic Plan

2019 to 2023

Fondly regarded as Greensboro's living room, Greensboro Free Library proudly serves Greensboro and its surrounding towns. This is something we have been doing, in one form or another, since 1873. We currently provide reading and reference access through a range of books, materials, programs and the internet. Our outstanding paid staff of three, and cadre of dedicated volunteers offer a warm welcome to community members of all ages, abilities and interests. Patrons enjoy comfortable chairs, a fireplace, coffee and tea, and our art gallery. We are an internet destination. Books and materials are found throughout. We take pride in our mystery, fiction, non-fiction, local and Vermont authors collections, large print, DVDs, audio, youth and Children's collections. Upstairs meeting room and our Maker Space offer seating and tables for adult and youth programs and activities. Book discussions and other program offerings cover a wide range of interests. Young adults do homework after school. Children enjoy story hour and activities several mornings each week. Year-round and seasonal youth and adults are drawn to summer reading programs, book discussions and activities. Upstairs, our ongoing book sale is a popular resource and a repository for our patrons' book overflow.

The library is warmly regarded and generously supported by the year round and seasonal community. Six elected Trustees plus three alternates support the overall needs of the library and librarian, including oversight of library operations, building maintenance, and fundraising. Our fundraising activities include a spring and fall newsletter, each with appeal envelope; a midwinter Chili Dinner and youth performance, and summer community-wide raffle. The library also has its own Trustee/treasurer, responsible for payroll, budgeting and maintaining all financial operations. Despite our structural stability, vigilance and creative effort are still needed to continue to meet our increasing budget and justly compensate those who have chosen to join us in this essential civic enterprise.

Therefore, we see both challenges and opportunities as we seek to meet the changing needs of our community, as we are best able, in ways appropriate to our library. With this in mind, we have identified four goals to help guide us as we embark on this plan to serve.

Mission Statement

The Greensboro Free Library's mission is to serve as a community center by providing resources and programs for lifelong learning and access to the world of information.

Goal 1: The Library will be a vibrant community center.

With experienced staff, volunteer assistance and resource sharing, the library serves the community.

The Library continues to enhance program offerings to ensure its relevance to local needs.

The Library shares resources with groups and organizations in the community.

The Library stays current with technological and electronic resources that meet the needs of its patrons and are within the financial capabilities of the library.

Goal 2: The Library will be a responsible steward of its facility.

The Library will maximize the potential uses of the building

The Library building and grounds are well-maintained throughout the year.

Goal 3: The Library will pursue adequate funding to support its mission and goals .

The Board of Trustees develops strategies to maintain sufficient income to fund the operating budget.

The Board of Trustees develops strategies, such as legacy gifts, to grow the Library's endowment.

Goal 4: The Library continues to evaluate the effectiveness and relevance of its programs.

The Library solicits suggestions from patrons and non-patrons, alike, to develop new materials, programs and resources.

The Library actively compiles the data necessary to chart its progress and measure its success.

Greensboro Free Library – The Measures This Plan Follows

		2017 (Baseline)		2018 (Baseline)	
Staff	Paid	4	2800 hrs	3	2856 hrs
	Volunteer		1164 hrs		1184 hrs
Holdings	Adult	8698		4934	
	Young adult	550		606	
	Children's	5812		4697	
	Audio	501		510	
	Video	1867		1449	
	Periodicals	40		40	
	(Acquisitions and culling)				
Memberships	Card holder	2394		2693	
	Digital account				
	Facebook likes	321		364	
Visitors	Adult	8599		8099	
	Juvenile	2896		2739	
	Facebook	50747		171257	
	Web page	5319		5704	
Patronage	Circulation	11495		9611	
	Downloads	277			
	Desktop users	544		410	
	Laptop users	1150		1175	
	Inter-library loan	159		240	

	2017 (Baseline)	2018 (Baseline)
Library Programs (Details Below)		
Regular	78	68
Special	20	33
Grant supported	13	11
Equipment at the Library		
Computers	13	12
Printers	6	6
Copier	1	1
Fax	1	1
Maker space	1	1
Communications		
Newsletters	6	6
Town Report	1	1
Web site	1	1
Facebook	1	1
Community events and Library Programs	Book sale July 4 th AARP Tax Preparation Chili Dinner Open Houses Author Recognition Renewable Energy Greensboro Planning Commission The Music Jam GAAR Writers' Workshops AA Meetings Handworkers Guild Meetings Greensboro Historical Society Cheese Making Presentstion Four Winds Meetings Lakeview School Board Torture & Ethics Presentation Book Discussions Short Time to Die Discussion Milfoil Treatment Discussions VAXX Discussions Symphony for the Dead Discussion Bike Path Discussions Greensboro Recycling Committee	Book sale July 4 th AARP Tax Preparation Chile Dinner Open Houses Author Recognition Naturalist Susan Sawyer Presentation Co-Counseling Class AA Meetings Greensboro Historical Society Vermont Vaudeville Rehearsals Greensboro Planning Commission Poetry Reading Book Discussions Library Volunteer Training Greensboro Association Meetings Book Discussion Committee Jerusalem One City Discussion Home on the Kazakh Steppes Cultural Transformation Discussion Spark Technology Meeting Greensboro Conservation Commission The Music Jam Four Winds Meetings
Physical Plant Upkeep and Improvements for Our 6566 Square Foot Facility	Enclose rear exit Renovations for Maker Space Little Library Book Boxes	Septic system pump station repairs New entrance handrail installed
Budget Total		
Town Appropriations	(Full Details to be developed)	(Full Details to be developed)
Special Project Grants		
Donations		
Interest & Dividends		
In-Kind donations		

At the end of each Plan year, the Greensboro Free Library staff and board will compile that year’s data and compare it with our baselines, to tabulate what we have been doing and highlight ways we can do even better.

	2019	2020
Staff		
Holdings		
Memberships		
Visitors		
Patronage		
Library Programs		
Equipment at the Library		
Communications		
Community Events and Library Programs		
Physical Plant Upkeep		
Budget Totals		
2021	2022	2023