



# 2025 - 2029 Strategic Plan

Approved November 18, 2024 by  
Maxwell Memorial Library Board of Trustees  
Amended: June 16, 2025





# Our Goals

Strengthen our position as a leader in providing robust resources that support lifelong learning, literacy, innovative programming, and services responsive to our community in a welcoming and inclusive environment.





# mission & Vision

## Our Mission

To expand minds, empower individuals, and enrich our community.

## Our Vision

For all members of our community to use the library to inspire lifelong curiosity, exploration, and discovery.





# Values

- Championing intellectual freedom
- Advance inclusion, diversity, equity, and accessibility
- Promote literacy and a lifelong love of reading
- Curate vibrant collections and resources
- Deliver creative programming and specialized services
- Foster strong community connections
- Establish and maintain valued partnerships
- Promote stewardship of sustainable practices
- Continuously evaluate, adapt and innovate
- Act with kindness, initiative, imagination, and flexibility





# Organization Goals

*Invigorate and develop our staff. Expand and strengthen Board of Trustees.*

**To reach these goals, we will:**

1. Review and refine organizational documents and internal communication systems
2. Implement targeted training, including a yearly Staff Development Day; offer team building opportunities for all staff
3. Increase staffing to support services, programming and community outreach
4. Create and communicate opportunities for Board engagement
5. Review, renew and refine library policies







# Service Goals

*Foster belonging and understanding. Provide programs and services for all ages and abilities.*

## **To reach this goal, we will:**

1. Participate in local events to demonstrate and promote the library's role in the community
2. Increase awareness and use of the library and its programs, resources, and services using existing popular channels of communication and exploring other avenues
3. Develop and present programs and services to meet the needs of targeted populations, including children and caregivers, tweens and teens, new residents, seniors, and the disabled community, in partnership with local experts
4. Explore and facilitate opportunities to grow and strengthen partnerships



# Facilities Goals

*Carry out renovations in order to expand our role to serve our community. Pursue energy efficiency and sustainability goals.*

## **To reach this goal, we will:**

1. Implement master plan for building renovations that will allow the library to better serve folks of all ages, individuals with disabilities, and the community at large
2. Secure grants and fundraise in order to execute renovations and energy efficiency upgrades
3. Seek creative ways to use the library building space
4. Create a building maintenance schedule and budget plan to make upgrades when fiscally possible
5. Strengthen our Capital Reserve Fund to support building maintenance and future construction

