MISSION STATEMENT

The Gleason Public Library facilitates life-long learning and growth for all community members through free access to materials and services; collaborative partnerships; and opportunities to engage and learn from one another.

VISION STATEMENT

The Gleason Public Library will be a vibrant and vital community center where people across the generations can explore passions, interests, and learning experiences.
1. Library users find a welcoming physical space that meets their needs for quiet focus, community gathering, work, and learning.

2. The library is a center of collaborative education in the community.

3. The library’s programs and resources are available when and where people need them. Information on library services is easily accessible to all users.

4. The library fosters environmental sustainability in Carlisle.

5. Celebrate reading!
OBJECTIVES
AND ACTIONS

1. GOAL: Library users find a welcoming physical space that meets their needs for quiet focus, community gathering, work, and learning.
   
a. OBJECTIVE: Identify and implement renovation options to increase community use of the library for all ages and provide improved spaces for all ages and staff
   ○ Work with architects to develop and finalize schematic design concepts
   ○ Publicize final renovation design concepts
   ○ Fundraise for renovation
   
b. OBJECTIVE: Work with Municipal Facilities Committee and Town Facilities Manager to fund and implement building needs identified by TBA Architects’ 2019 study and other building needs as they emerge
   ○ Replace rooftop ventilation unit
   ○ Replace flat roof, asphalt shingle roof, and make other roof repairs as recommended
   
c. OBJECTIVE: Maintain building security and safety for staff and users
   ○ Create a sustainable plan for snow removal needs and advocate for additional funding if needed
   ○ Investigate whether the addition of security cameras is feasible and beneficial to staff and user safety

"The library is an incredibly special place for us as relative newcomers to town and as parents – it serves as an extension of our home where our son can gain some independence, explore his interests and a place we look forward to visiting together often! Thanks for all the amazing work by the library staff!!"
2. GOAL: The library is a center of collaborative education in the community

a. OBJECTIVE: Develop strategic partnerships with Carlisle School and Concord Carlisle High School to support student learning
   - Meet with school administration and/or librarians to discuss how the library can support their students
   - Provide tours of library or special events for kindergartners and Carlisle School teachers

b. OBJECTIVE: Engage with community expertise
   - Engage local experts to provide educational lectures or lead skillshares at least 1x per year
   - Identify area colleges, universities, and businesses with Carlisle connections and investigate partnership opportunities

c. OBJECTIVE: Provide lifelong learning opportunities with educational, cultural, and recreational programs for all ages
   - Host at least three joint educational events with other Carlisle organizations annually
   - Host at least four educational programs for children annually
   - Staff will meet at least once annually with area daycares and/or preschools to identify opportunities for collaboration and support

d. OBJECTIVE: Meet community needs for tools and technology with an expanded “Library of Things”
   - Continue expanding and publicizing collection
   - Offer hands-on training on circulating objects and other emerging technologies

"GPL is the original WeWork of Carlisle, community center as well as traditional library, all in one. It is the crown jewel of Carlisle."
e. OBJECTIVE: Connect the community with history through the Gettysburg collection and other town-owned artifacts and resources
   - Partner with local schools for educational visits centered around historic collections
   - Display selected historical artifacts at the library and other appropriate local venues

f. OBJECTIVE: Develop programs and services to encourage a culture of diversity and community cohesion
   - Offer at least one program annually that focuses on an ethnic group in the greater Carlisle area, preferably in collaboration with area organizations
   - Continue publicity and training on assistive technology added through “Access for All” grant
   - Hold staff training on at least one topic related to Diversity, Equity, and Inclusion
   - Establish best practices to ensure that in-library book displays and booklist handouts are diverse and inclusive
3. **GOAL**: The library’s programs and resources are available when and where people need them. Information on library services is easily accessible to all users.

   a. **OBJECTIVE**: Update the library’s digital presence to make information on the library and its resources easy to find 24/7
      - Review social media marketing schedule and guidelines to ensure consistent updates
      - Annually review effectiveness of social media accounts
   b. **OBJECTIVE**: Hold library programs at a variety of times and places to meet the needs of all users
      - Offer at least 4 programs per year for children during evening or weekend hours
      - Offer at least 3 programs per year for tweens and teens during evening or weekend hours
      - Offer at least 4 programs per year for adults during evening or weekend hours
      - Host at least 2 “after-hours” events per year outside of the library’s operating hours
   c. **OBJECTIVE**: Evaluate effectiveness of current library hours and consider possibilities for expanding services outside of those hours
      - Conduct “sweep surveys” to compare hourly library usage and identify underused times
      - Survey patrons on preferred hours to visit library
   d. **OBJECTIVE**: Get the word out – make sure people are aware about all the library has to offer!
      - Update branding materials, including logo and marketing templates
      - Maintain up-to-date directional signage
      - Investigate possibility for regular column in Mosquito about library services
4. GOAL: The library fosters environmental sustainability in Carlisle.

a. OBJECTIVE: Support low-emission transportation methods for visitors and staff
   1. Improve bicycle parking space
   2. Refresh outdoor space for programming and pedestrians
   3. Investigate opportunities to support bike-sharing, e.g. partnering with local organizations or offering bicycles for patrons to borrow

b. OBJECTIVE: Reduce the library’s carbon footprint
   1. Evaluate emissions impact of proposed renovation elements
   2. Review cleaning procedures and products for environmental impact
   3. Investigate possibility of solar panels when replacing shingled roof at rear of building, including backup battery options

c. OBJECTIVE: The library will support efforts by local residents and organizations to respond to and prepare for climate change and other environmental concerns
   1. Create displays highlighting collections related to current environmental issues at least twice per year
   2. Host lectures or documentary showings on topical issues at least once annually

"There is a climate emergency. The library should adopt a sustainability policy that includes the building and land, and the function of the library including encouraging classes on residents can reduce their carbon footprint."
5. GOAL: Celebrate reading!

a. OBJECTIVE: Provide physical and digital collections that meet demand and stimulate interests
   - Evaluate museum pass usage annually and consider addition of new passes to meet user interests
   - Identify locations for displays and/or browsing collections for easy access to relevant titles, e.g. a shelf of adult materials near the children’s room

b. OBJECTIVE: Make the public aware of all of the resources that the library has to offer
   - Offer classes and drop-in help sessions on accessing digital materials at least 2x/year
   - Contribute book recommendations to Carlisle Mosquito and consider partnering for regular column

c. OBJECTIVE: Offer high-quality, personalized reader’s advisory services for all ages.
   - Create monthly displays on a variety of themes, including materials in all formats and for all ages

d. OBJECTIVE: Library programs celebrate literature
   - Offer at least three author talks per year
   - Host a local author festival
   - Offer at least two book-themed passive programs per year (e.g. book bingo, book-themed March Madness)

e. OBJECTIVE: Make the library a special occasion
   - Mail library information to new residents

"Our family loves the library - we are here almost every day, and we love how welcoming and friendly the staff is to us and our young children - there's nothing like having the librarians know your name when you are a kid learning to love books. We definitely use print resources more than electronic at this point: checking out books is so important to our family. Thank you!"