

EASTON PUBLIC LIBRARY STRATEGIC PLAN 2026-2030

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VISION STATEMENT

To be the welcoming heart of our community, where all people can find a safe space to learn, discover, create, connect, and share ideas

MISSION STATEMENT

To advance literacy, foster creativity, and enhance lives by connecting people with the world of ideas and information, while remaining responsive to the community

TAGLINE

A Space for All

FOR LIBRARY USAGE STATISTICS – CLICK BELOW:

<https://www.eastonlibrary.org/library-statistics>



COLLECTION

Goal: To maintain a collection of print, media, and digital materials that is up-to-date, well-organized, and relevant to the community

Activities:

1. Respond to patron requests for specific materials or formats
2. Acquire materials that are high in popular demand and that address topics that are especially relevant to this unique community (i.e. farming, rural issues)
3. Remove materials from the collection that contain outdated or inaccurate information, or materials whose circulation activity is very low
4. Feature materials in timely and relevant displays
5. Reassess the physical arrangement of materials on a regular basis, in an effort to present the collection to patrons in the best way possible
6. Continue to develop our Library of Things collection
7. Continue to build collection of loanable technology
8. Invest in new technologies for the collection (i.e. Playaways, Launchpads)
9. Create a new cataloging system for adult nonfiction items, based on subject categories and sub-categories.

PROGRAMMING

Goal: To present a wide variety of programs (both virtual and in person) to all ages of the population to fulfill their educational, cultural, and recreational needs

Activities:

1. Respond to patron ideas and requests for specific types of programs
2. Continue to offer early literacy programs for young children that include music, movement, stories, crafts, and other manipulative activities
3. Offer programs for school-age children that support and enhance their school curriculum
4. Offer groups for teens and tweens in which they are encouraged to give input regarding Library materials and programs
5. Offer STEAM (Science, Technology, Engineering, Art, and Math) programs in the Innovation Space
6. Add to the Innovation Space's resources on a regular basis
7. Support high school students by offering college preparation programs
8. Develop a series of programming for "new adults" (people in their 20s)
9. Offer a carefully selected variety of adult programs that are relevant to the community
10. Host at least one yearly One Book/One Town Community Read event and reach out to other Town partners for help with promotion
11. Engage the community by offering remote, hands-on activities (i.e. grab-and-go crafts)

TECHNOLOGY

Goal: To provide reliable, secure, and current technology access to the community

Activities:

1. Replace 2-3 computers per year as budget allows
2. Add to the Innovation Space's technology on a regular basis
3. Keep current with computer software and security
4. Provide technology instruction and support, through both one-on-one and group settings
5. Update and maintain digital signage board

COMMUNITY COLLABORATION

Goal: To engage in community outreach which strengthens relationships with other Town stakeholders, and to collaborate with other Town organizations and departments in an effort to pool resources and eliminate duplication of efforts

Activities:

1. Keep in close communication with schools regarding curriculum support, supplementary online resources, the Summer Reading program, and other opportunities for partnerships
2. Partner with Park & Recreation Department and Easton Community Center to co-sponsor programs
3. Continue to work with the Easton Arts Council to house their art exhibits and provide a venue for their events, including the Annual Classic Film Series and Readers' Theater
4. Partner with the Easton Senior Center and the Municipal Agent for the Aging to promote and deliver Library resources and services to the senior population
5. Partner with the Easton Garden Club to maintain the Library's Pollinator Garden and promote the Pollinator Pathways Program, as well as to maintain our Sensory Gardens
6. Provide volunteering opportunities for the Easton-Redding chapter of National Charity League and for teens who need to earn Community Service hours
7. Partner with the Town Social Services Director to identify and assist patrons who need support services
8. Collaborate with Easton's Here to Help to provide resources for teens who need support services
9. Collaborate with other Town departments/organizations to provide services to the community

PUBLICITY/PUBLIC RELATIONS

Goal: To utilize all possible channels to market the Library's collection, programs, and services

Activities:

1. Continually reassess Library website for aesthetics, ease of use, and presentation of information
2. Submit regular articles to be published in the online Easton Courier and Easton Neighbors regarding Library news and events
3. Submit upcoming Library programs to the Easton Courier, the Weston/Redding/Easton Patch, and Easton Neighbors
4. Continue to publish (in both print and digital forms) a quarterly newsletter, which includes information on our collections, programs, events, collaborations, fundraising, staff news, and other Library-related information
5. Continue to send out weekly or bi-weekly email blasts, targeted to different age groups, informing patrons of upcoming programs and announcements, as well as highlighting new items in the collection
6. Include our Events Calendar in the Town's welcome packages to new Easton residents
7. Seek permission to set up an Information Table at Town events
8. Create and post videos on a regular basis, highlighting our collection, services, and programs
9. Post events to social media sites 5-7 times per week
10. Post promotional videos on Channel 79 (the public access channel)



STAFFING

Goal: To ensure a well-trained, knowledgeable, responsive, and friendly Library staff

Activities:

1. Implement a comprehensive training and orientation program for new staff, including regular check-ins
2. Hold an annual Staff Development Day in late August that includes informational speakers, team-building activities, and opportunities for staff input and feedback
3. Encourage staff members to take advantage of training, webinars, workshops, conferences, and other opportunities for professional development
4. Set up staff training regarding Easton history and other Town departments' services
5. Meet with each staff member twice a year for an informal chat, to discuss progress, goals, and concerns
6. Continue our "Caught Doing Something Good" program, in which all staff members are encouraged to submit examples of co-workers doing a great job or performing an act of kindness
7. Distribute annual Staff Wellness Survey and follow up with each staff member regarding responses
8. Continue to assess staff members' positions, tasks, skills, and opportunities for development
9. Explore the possibility of a shared IT position with other Town departments, as well as an Adult Services Librarian position

OPERATIONS/ACCESS

Goal: To ensure that all of the Library's processes and procedures are as efficient as possible, while always keeping in mind the Library's mission of servicing the community

Activities:

1. Display and continually update maps
2. Continually analyze and reassess Library processes and procedures
3. Attempt to obtain funding to add Sunday hours
4. Continue to display Library policies at front desk for public access

PHYSICAL SPACE/FACILITIES

Goal: To ensure a clean, safe, welcoming, aesthetically pleasing, and well-organized space in which patrons can easily navigate the space and find what they are looking for

Activities:

- 1. Continually reassess the arrangement of Library materials**
- 2. Complete the Children's Expansion Project, which includes an expanded Children's play area with soundproofing, as well as the construction of two private study rooms and an updating of the Teen area**
- 3. Explore options for relocating the patio**

POLICIES

Goal: To ensure that all Library policies are kept up to date

Activities:

- 1. Continue to analyze and update each policy on an ongoing basis**
- 2. Continually keep staff trained on new policies**



FRIENDS OF THE LIBRARY

Goal: To provide support to the Friends of the Easton Public Library, in an effort to continue to support the Library and obtain supplemental funding

Activities:

1. Continue to recruit individuals who have an interest in becoming involved in this organization.
2. Provide advice, support, and ideas to the group as needed
3. Attend the Friends meetings
4. Assist the Friends with promotion
5. Host a “mixer” event with Board members and Library Staff on an annual basis
6. Maintain a Friends member as a liaison to the Library Board of Trustees

BOARD OF TRUSTEES

Goal: To maximize the strength, knowledge, and collaboration of the Library Board of Trustees

Activities:

1. Share orientation packet with new Board members
2. Provide regular opportunities for Board members to learn about the Library’s collection, programs, and services
3. Host a “mixer” event with Friends of the Library members and Library staff on an annual basis
4. Maintain a Board member as a liaison to the Friends of the Library



Adopted by the Easton Public Library Board of Trustees on March 2, 2026