



MEDFIELD
PUBLIC LIBRARY

enter • engage • enjoy

Strategic Plan: 2020-2025

Library's Mission Statement

The library is the community's meeting house for learning, growth, and so much more.

Library's Vision Statement

The library will strengthen our community by:

- inspiring lifelong learning, reading and literacy
- encouraging creativity, innovation, and community education
- facilitating social interactions and the exchange of information
- providing cultural enrichment



ACCESS

Access to the library will be **inclusive, valuable, and comfortable.**

- Be a welcoming place, with **comfortable**, useful space and excellent customer service
- Enhance communication with the community in order to provide **valuable** library services that interpret and anticipate community needs
- Provide access **for all people**, of all abilities, backgrounds, and needs, to exemplary programs, services, and materials

Goal 2

EDUCATION



The library will provide resources, opportunities, and programs for **learning** and **education.**

- Cultivate more systemic partnerships with **schools and educators** to support local schools in providing the best possible education to **children**
- Provide resources, materials, and programs to reinforce the individual development of **teens**, assisting them in preparing for productive and **fulfilling adult lives**
- Focus on offering programs and resources for **adults** to participate in **lifelong learning**, including dynamic book groups, educational performances, and informational lectures



INSPIRATION

The library will **inspire** the community to explore **skills, activities, and interests**.

- Inspire children to be **young readers** and **critical thinkers** through dynamic programs, a rich materials collection, and positive learning experiences outside of the classroom
- Inspire and **empower teens** by providing the opportunity to create and implement their own programming and space relevant to their current interests and needs by offering support, mentorship, and resources
- Inspire **interests** and involvement in activities new and old for adults through offering craft and hobby classes as well as access to unusual items and traditional materials



SUPPORT

The library will provide **support** to the **community**.

- **Strengthen** existing relationships with **community groups** and develop new ones with local businesses and community organizations
- Pursue endeavors and provide materials to support the **health, safety, and well-being** of the community and community members
- Explore avenues of alternative funding
- Provide programs and offerings focused on the **town's history** and **local civic information**

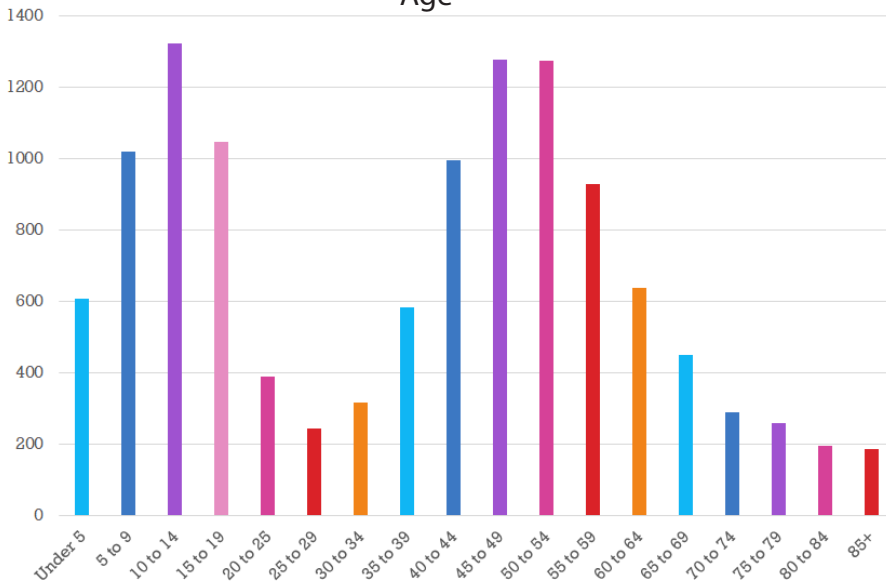
Strategic Plan Methodology

Community input was gathered by a Strategic Planning Committee over two meetings conducted based on the Massachusetts Library System's Three-Meeting Model, with a follow-up email seeking input on a completed draft of the plan serving in place of the optional third meeting. The ten-person Strategic Planning Committee was formed of two trustees, seven community members, and the library director with a mind towards representing Medfield demographics, diverse viewpoints, and representatives from local community organizations. The first meeting consisted of a presentation of current statistics of the library and demographics of the town, followed by a Strengths, Opportunities, Aspirations, Results (SOAR) exercise of current library resources. The second meeting was a development of several community vision statements and an analysis of which ones the library should and could be spearheading and/or supporting. After the first meeting, a survey was also distributed widely through the community, over a two month period; a summary of responses can be found in the appendix.

In the committee meetings, the library's strengths were summarized as having abundant programs for all ages, which provide opportunities for learning and socializing. The library was also identified as a warm and welcoming place with a central location in town, with collections and technology that interpret and anticipate local needs. However, the library is lacking in robust marketing of its services. Broadly, a focus on educational resources and the building as a place for patrons to visit to meet community needs were identified as areas the library should focus on, alongside the initiative of helping to promote Medfield's values in health, safety, and personal enrichment.

Medfield Demographics

Age



Of households:

97.9% have a computer

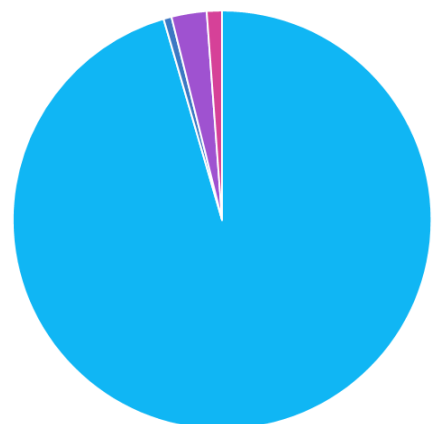
94.1% have a broadband internet subscription

Of residents over the age of 25:

98.9% have graduated high school

72.5% have bachelor's degree or higher

Race



■ White ■ Black ■ Asian ■ Two or More

1) Medfield Demographics * & Values

39.8% of the Medfield population is children 6-17, much higher than the state average of 26.8%, and 56.6% of households have children under the age of 18. Only 11.4% of the population is over the age of 65, as compared to the state average of 15.5%. Medfield is predominantly white, at 92.7%. Medfield is well-educated with 98.9% of the population over the age of 25 having graduated high school, and 72.5% with a bachelor's degree or higher. Much of Medfield's workers are commuters and the mean travel time to work is 39.3 minutes. Medfield is a fairly affluent town and 97.9% of households have a computer.

These demographics and the higher percentage of school-aged children is only one indication that education is a high priority in this community. Anecdotal experience indicates that families move to the area for their children to attend the public schools, and then move out some time after their children graduate; as such, there is a degree of turnover in younger residents. As identified in the library's previous strategic plan, "the residents of the town are family-oriented and want Medfield to maintain its safe, small-town feeling, preserve historic properties, protect its open space, provide excellent public schools, offer a vibrant downtown with amenities and diverse economic, governmental, and cultural institutes and have a public library that embodies their values and aspirations."

2) Library Priorities

Programming was identified as a high priority in the strategic planning survey and also was the number one reason that would encourage respondents to visit more. The library has already been working to meet this demand; in particular, adult programming has increased significantly. Comparing the fiscal year 2014 to the fiscal year 2019, the number of programs increased from 46 to 252, which is a 448% increase, and there was a corresponding 488% increase in attendance in comparing those years. Programming for children remains a cornerstone of the Medfield Public Library's mission, but has additionally gone through significant increases, from 499 programs with 7,851 people in attendance during the fiscal year 2014, up to 922 programs with 10,035 people attending during the fiscal year 2019. Teen programming has remained steady over these years; a new teen space was created in 2018 to better accommodate the needs of middle and high school students in the library.

In the section of the community survey focused on desired library priorities, top priorities were identified as technology improvements and more online learning resources. Since the last strategic plan, the library has created a new website, which is responsive to screen size, in conjunction with a new logo. The library also developed a makerspace in the library in 2017, with extensive and popular craft and hobby programs offered using makerspace resources. Traditional materials were also identified as important, with having a wide-range of items being marginally more important than having ready access to popular materials.

Approval by the Board of Trustees

The Medfield Public Library Strategic Plan: July 1, 2020 - June 30, 2025 was approved by the Board of Library Trustees at their September 12, 2019 meeting.