



MEDFIELD PUBLIC LIBRARY

Strategic Plan

JULY 1, 2025 - JUNE 30, 2030



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LETTER FROM THE LIBRARY

We are very excited to present to you the Medfield Public Library's strategic plan for July 1, 2025 - June 30, 2030. While it is considered best practice for a library to develop a strategic plan every three to five years and ours was coincidentally due for a renewal, we don't think that it could have come at a better time.

The library went through many changes and received a lot of informal feedback during the global COVID-19 pandemic, so we approached this plan with a fresh slate and open eyes and ears. What we discovered through our strategic planning process (detailed on page 11) was that our members desire stronger bonds and more connections, and the library is well-positioned to support this need. It is no coincidence that the focus on community is central throughout the plan.

We want to thank everyone who filled out a survey and everyone who shared the survey; that data has helped shape the library leaderships' ideas for the future.

Most especially we want to thank everyone who participated in our meetings that significantly informed the trajectory of this plan. This includes the library staff members who attended meetings early before the library opened and the community members who took time out of their weekends to help brainstorm the library's future.



RESPECTFULLY
SUBMITTED

Library Trustees

Phil Tuths, Chair
Jessica Razza, Vice Chair
Jennifer Cronin
Lauren Feeney
Michelle Nelson
Richard White

Approved on September 10, 2024

Library Director

Pamela Gardner

MISSION AND VISION



Mission

Sharing ideas, advancing discovery, strengthening community

Vision

Enter our welcoming library, engage your mind, enjoy our community.

Together, we will thrive through connection, exploration and opportunity.

CORE VALUES

These are the guiding principles that inform how the library leaders and staff interact with the community and one another.



To support reading, literacy, and education, and to be a gateway to information



To provide freedom of access to library books, materials, programming and resources



To maintain a safe and welcoming environment for all



To demonstrate fiscal responsibility and care for the library and its collections



To provide excellent customer service and treat all with respect

STRATEGIC PRIORITIES & GOALS

Strategic priorities are the areas of focus that frame how the library will address the community's needs and aspirations; goals are the specific results that the library aims to achieve.

#1

Promote Social Connection among Community Members

- Goal #1: Provide programs across age ranges that promote socializing among community members
- Goal #2: Evaluate library space to optimize for social uses, while still maintaining appropriate collection space
- Goal #3: Expand upon collaborations with other town departments, and local groups, businesses and organizations

#2

Maintain Consistent Communication with Community Members

- Goal #1: Consistently market existing and new library programs and resources
- Goal #2: Respond to community suggestions, trends and needs
- Goal #3: Participate in activities outside of the library to communicate with a wider variety of community members

STRATEGIC PRIORITIES & GOALS

Continued

#3

Promote Cultural Enrichment

- Goal #1: Provide programs and materials for childhood enrichment outside of academic achievements for kids and teens
- Goal #2: Provide programs and materials for adults of all ages that provide a wide-range of cultural enrichment

#4

Support Long-Term Town Development

- Goal #1: In alignment with town goals, keep apprised of current information on sustainability and implement when available
- Goal #2: Support local business through library programming and resources
- Goal #3: Make local purchases when available

DESCRIPTION OF POPULATION SERVED



Medfield is a metrowest suburb of Boston. Incorporated in 1651, preservation of the historical parts of Medfield is a priority of the community. A sense of small town community, historic features in town, and Downtown Medfield (where the library is located) are all important to community members. They also value the town's open space and public school system.

The school system is arranged by age rather than location, so elementary schools are K- 1, 2 - 3, 4 - 5, along with one middle school, 6 - 8, and one high school, 9 - 12. The Medfield Public School system is high-achieving academically and athletically.

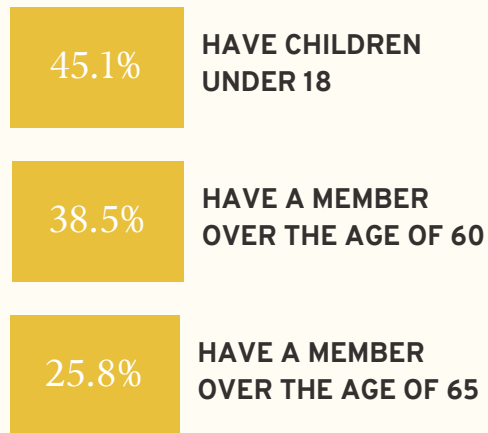
According to the 2022 Department of Education Report Card, Medfield spends slightly less than the state average per student, but spending is on par or above DOE-identified comparable towns. Teachers' salaries are above both the state average and comparable towns.

Medfield is also home to Montrose School, a catholic girls' school serving grades 6 -12. The public library serves as Montrose's library.

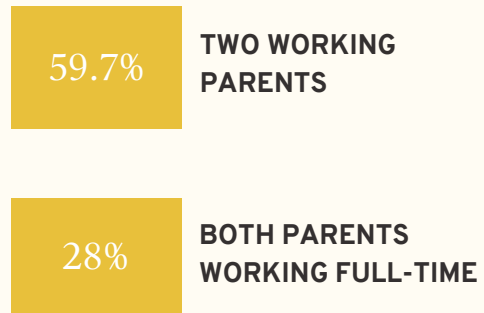
There is a sense in town that families move in when their kids are young, and empty nesters move out once their children are out of the house. While the demographics reflect that, there are still many people who are choosing to age in place or living in senior communities.

POPULATION STATISTICS

HOUSEHOLD STATISTICS



EMPLOYMENT OF FAMILIES



Total Population
13,072



Education
76.4% have bachelor degree
Compared with MA total 46.6%

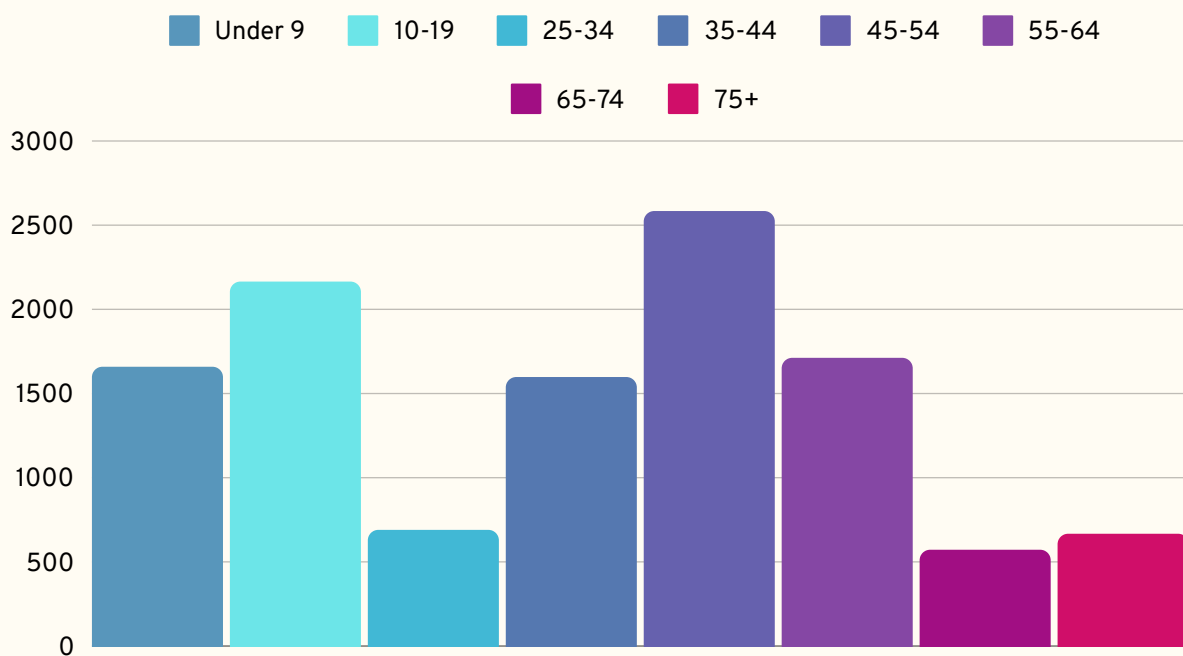


Average Household Income
\$278,476
67% increase from 2012 average household income
adjusted for inflation, \$166,642

POPULATION STATISTICS

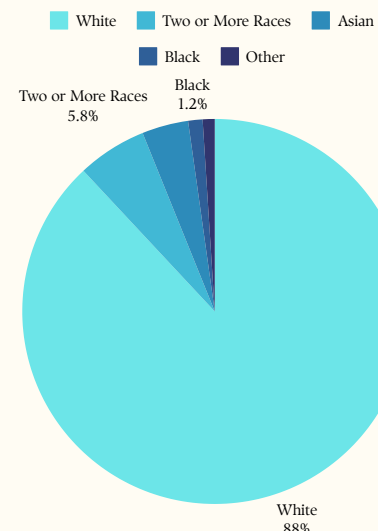
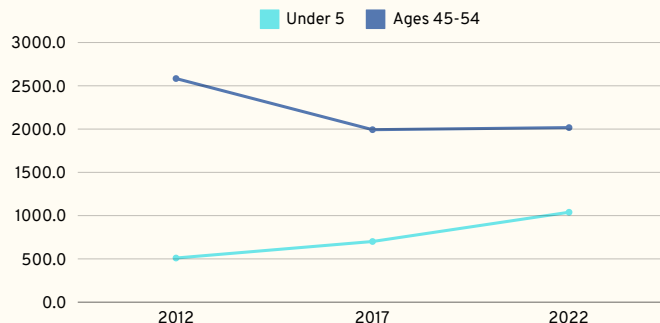
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Total Population by Age Range



Racial Diversity

Age Groups with Statistically Significant Change Over 10 Years



STRATEGIC PLANNING PROCESS



This process was overseen by the library director and two Trustees who served as the Strategic Planning sub-committee. The methods described below were based on a combination of processes laid out in *Strategic Planning for Public Libraries* by Joy Fuller and the Massachusetts Library System's *Three-Meeting Model*. Detailed below are the steps that were taken to conduct the user needs assessment, followed by the analysis of data.

Data Gathering

- Gathered data from existing plans and surveys conducted recently by other town departments ([Town-wide Master Plan](#), [Open Space and Recreation Plan](#), [Medfield Outreach](#))
- Gathered census and Department of Education data (portion of findings briefly summarized on pages 9, 10)

Staff Input

- Library staff met for SOAR (strengths, opportunities, aspirations, and results) brainstorming sessions

Strategic Planning Committee

- A Strategic Planning Committee was formed of 11 members of the community who were identified as being representative of different demographics, interests and needs of the Medfield community
- The Committee met twice in the late winter and early spring of 2024, conducting a variety of brainstorming sessions

Survey

- Created by library director after analysis of above data, with input from library staff and trustees and special help from a community member on the Strategic Planning Committee
- Survey was widely available and received 301 respondents, which reaches a 95% confidence level with a 5.5% margin of error

Analysis of Information

- Survey results were used to determine importance of trends identified during the previous user needs assessment stages
- All of the above was used to determine a new mission and vision statement, core values and strategic priorities and goals which we hope will serve the community in the years to come.

Appendix A: Quantitative Survey Data

Appendix B: Qualitative Survey Data

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