



**Parker**  
Memorial Library  
*information • ideas • experiences*

## Strategic Plan FY24-26

Approved by the Library Board of Trustees, September 2023

### Vision

The Moses Greeley Parker Memorial Library strives to be a responsive, sustainable, innovative, and valuable resource to the residents of Dracut. The Library aspires to be the first organization our community turns to with questions or needs, even if it seems outside the traditional scope of libraries. We work to create strong community partnerships between the Library and other town departments, committees, and groups. We also want to be a place where staff feel inspired by our vision and goals and supported by each other and library leadership.

### Mission

The mission of the Moses Greeley Parker Memorial Library is to meet the lifelong learning and recreational needs of the community by providing, organizing, and storing books and other media, databases, and collections; offering opportunities to learn new information, ideas, and skills through library collections and programming; and connecting community members to each other through formal events and by chance.

### Goals and Objectives

#### Be Visible

1. Continue visiting local schools to encourage kids to register for library cards and inform them of the materials, events, and other resources available to them. Encourage everyone in the family to obtain library cards.
2. Look for opportunities to bring the library into the community in pop-up scenarios. This may also include creating school deposit collections, especially for middle and high schools.
3. Increase promotion of our restored home delivery program.
4. Continue to build a World Language collection so that the library feels welcoming to people of all backgrounds. Investigate the use of Boston Public Library's World Language collection, which can be borrowed for three months to test popularity of different languages, specific titles, and various genres.

#### Be Welcoming

1. Survey responses indicate that some people have difficulty visiting the library during current hours. Investigate the possibility of adding some evening and Saturday hours.

2. Residents and town officials would like more safe spaces for teens to occupy themselves. Look for ways to create a more inviting teen space, dedicated to teens especially in after-school and weekend hours.
3. Continue to provide excellent customer service at all public desks/in all departments. Survey respondents identified excellent customer service as our strongest suit.
4. Create a staff culture that is supportive and engaging so staff are equipped to do the best job possible.
5. Continue building diverse and inclusive collections so everyone in the community feels welcome, comfortable, and safe in the library.
6. Maintain and care for the physical building so that it is a comfortable place to be in terms of temperature, seating, workspaces, lighting, etc.

### Be Engaging and Relevant

1. Offer programming that appeals specifically to the Dracut demographics. Survey responses indicate that the following topics are most appealing to our audience:
  - a. Literacy, school readiness, and tutoring - Tutoring and early reading programs combined for the most interest from survey respondents. We will continue to offer school-readiness and literacy programs such as preschool storytime and Read to a Dog, as well as early literacy programs to support parents in their efforts to help children at home.
  - b. STEAM programming for kids and teens, and technology-related learning opportunities for adults – Continue offering programs on Sphero robots and develop an in-house training program for a variety of digital tools, including laptops, office software, and social media or online applications. Look for outside experts who might want to share their knowledge with our audiences, including high school student tutors and possibly Girls Who Code instructors.
  - c. Programs for small business owners - Business support services and job-related skills training combined to be the third-highest topic of interest in the survey's question about educational priorities. Work with Economic Development to identify specific topics of interest and possible providers.
2. Offer timely and relevant collections for patrons to access.
  - a. Preserve and make accessible local history materials, not only in the building but also remotely by digitizing collections when possible.
  - b. Create an oral history collection in conjunction with the library's 100<sup>th</sup> anniversary, capturing unique and compelling stories about life in Dracut throughout history.
  - c. Continue to offer discount coupons and passes to admit cardholders to local attractions such as zoos, museums, and outdoor spaces.
  - d. Improve digital collections through independent efforts and in partnership with the Merrimack Valley Library Consortium (MVLC).
  - e. Look for ways to add audio/visual technology to the Library of Things collections for at-home and in-library use.

## Methodology

The process of developing this strategic plan began with discussions among library staff, trustees, and town officials. During a professional development session, staff created a list of values and guiding principles to help direct the vision and mission statements.

A vision statement helps an organization broadly define its identity and place in a community. The Parker Memorial Library did not have a vision statement in prior strategic plans.

This vision statement was based on the following list of values and guiding principles.

- Customer service
- Responsible use of public funds
- Integrity
- Excellence
- Equity, diversity, inclusion
- Connection
- Community
- Respite
- Enjoyable and fun
- Calm and relaxing
- Promote literacy

After identifying values and guiding principles, the library staff then modified the organization's mission statement to encapsulate the vision statement into more concrete goals.

The new vision and mission statements were submitted to the library Board of Trustees for their input.

Once these statements were solidified, a survey was created for community members to complete. The survey was distributed electronically on the library's website and social media and shared through town digital outlets. Paper copies were made available at the library, town hall, and the senior center. The hope was to garner responses not only from regular library users, but also from those who do not visit the library. Approximately 100 surveys were completed.

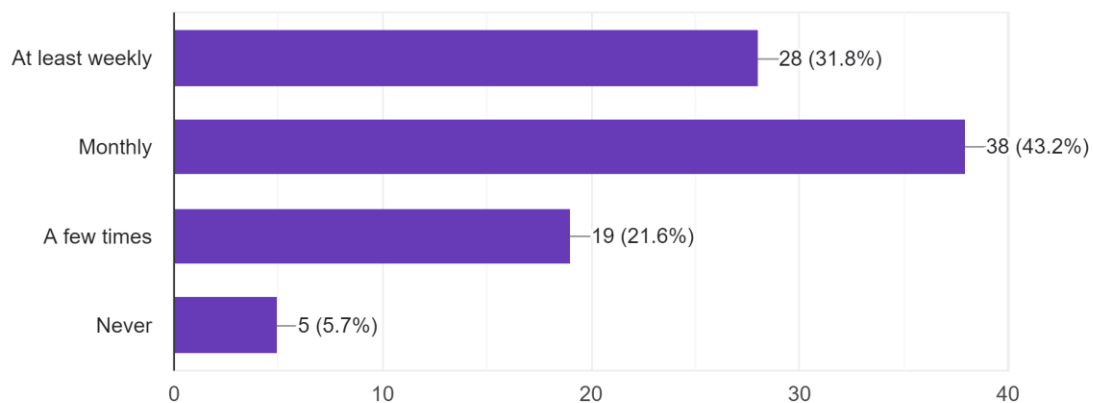
In addition to these structured efforts, the library Director incorporated information gained from casual conversations with people who attended library programs. She also included insight gathered from previous efforts to partner with the local schools and town boards and committees.

From all of these data points, the Director identified goals and objectives for the library to fulfill in the coming years. This plan is the compilation of all that data and insight.

Specific survey data follows.

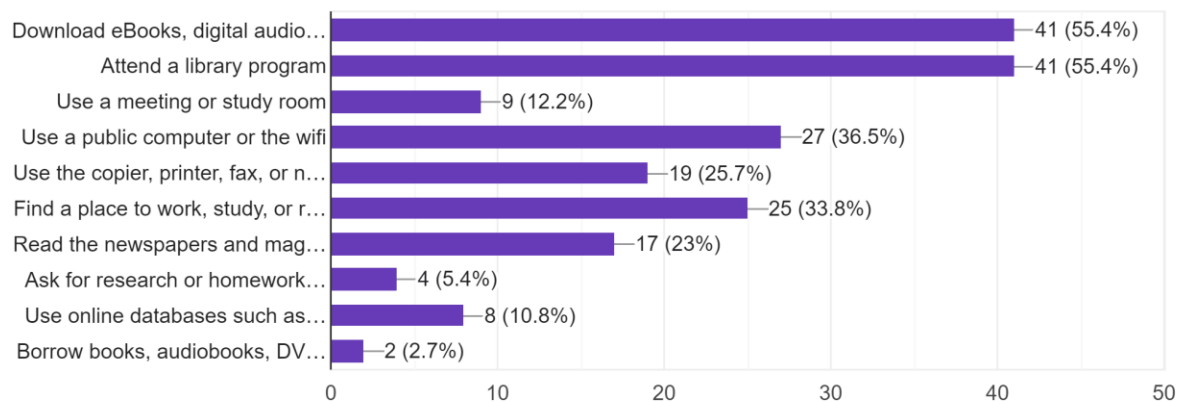
### In the last 12 months, how often did you visit the library?

88 responses



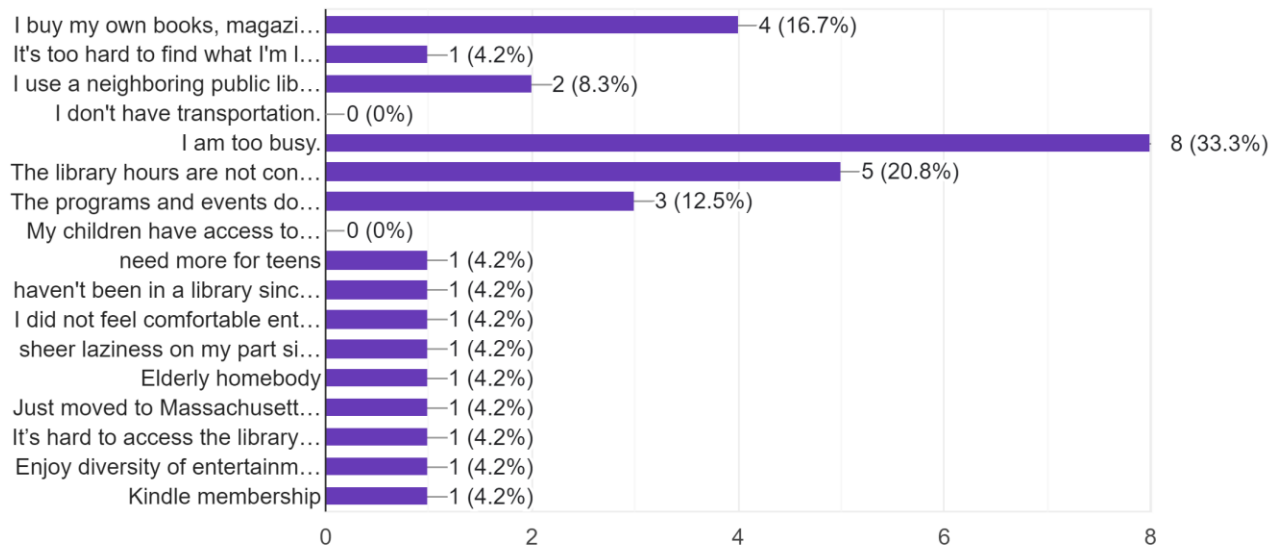
### If you used the library in the last 12 months, what did you or your family do? Check all that apply.

74 responses



If you do not use the library regularly, why not? Check all that apply.

24 responses



If you use other libraries, which ones and why?

33 responses

- Billerica, they have different museum passes and children's programs
- Tyngsboro. It's the same distance to my house as the Dracut one and I attend the closing club there monthly
- Salem public library, I just moved from there
- Pelham
- Chelmsford Tyngsboro
- BPL has a bigger ebook library
- Boston library for e-books.
- Andover and Methuen because they are open on the weekends.
- Boston Public Library, for more copies of books on Libby, as well as occasionally using their online museum passes
- N/a
- I interloan a lot of books from other libraries.
- N/A
- Pollard, Chelmsford
- The only time I use other libraries are thru requests. If Dracut doesn't have it they find it for me!
- Boston Public. Sometimes they have titles that Dracut or the Merrimack Valley Consortium don't have.

- Chelmsford, Tyngsboro, Lowell
- Sometimes, Lowell and Tewksbury. Different environments and choices of books. Children's rooms vary.
- Burlington, I work there
- Chelmsford for different events like their fall scarecrow contest
- Lowell/Pollard, Tewksbury
- Dracut Dracut Public Library
- Sometimes other libraries in MVLC as convenient
- Pelham public ,the children programs and adult programs also the service
- Pelham. Same distance from house. Enjoy their outdoor story time. I appreciate that they don't take a lot of photos of the children and post it to social media.
- Every library offers other museum passes, programs & items the your library doesn't offer. Your options are very limited.
- Tewksbury because it was convenient at the time.
- Pelham because they offer a lot of board games and nintendo switch for my tweens
- Billerica Public library for programs
- Methuen, Billerica, Tyngsborough
- MtcKay N Chelmsford, Live in North Chelmsford. Chelmsford hours for weekends.
- I once borrowed a book from the chelmsford library for a bookclub
- None
- Rarely, but Lowell if so

## What brings you back to the Dracut Library?

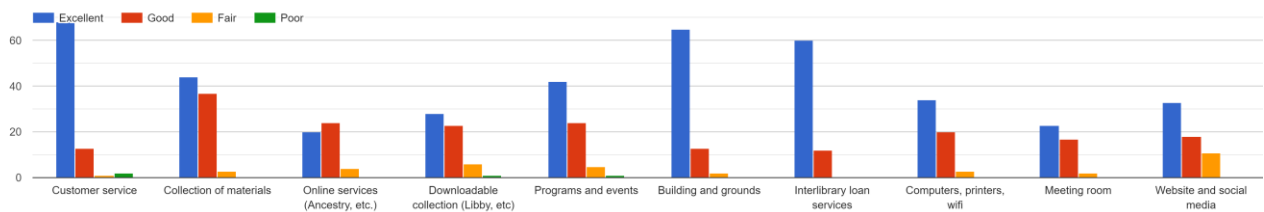
70 responses

- Kids books and programming, and YA/NA Fantasy
- Have been getting a lot of new books.
- Children's room and programs, printer
- Good selection of books, crafts offered for kids/adults, videos, friendly staff
- Its my local library
- The children's programs
- The books and movies and kids' programs
- The friendly employees and environment, programs, and selection of books
- My daughter loves borrowing books. We also enjoy the local hikes organized by the library.
- I moved
- Live in Dracut
- Heard you have access to ancestry.com
- I moved back to Dracut after a decade living in CNY
- Books
- Employees are friendly and the library is always clean
- The Children's Room
- Modern offerings

- The people! The new Children's librarians are refreshing and incredibly helpful. The teen program and kits are amazing, and the book reserve has always been so efficient.
- Only use Dracut, other than getting books from inter-library loans through Dracut and picking up in Dracut
- Print books
- Love the children's room
- Excellent children's space, programs, and book options
- It's 5 min from my house.
- It's hyper-local, I grew up using it and now my kids can enjoy the same benefits it gave me as a child, and my kids LOVE being there, love reading, and love both the children's and teen librarians, as well as the wonderful front desk staff.
- I enjoy reading. I wish you'd bring back the section on the first floor where you'd put the new best sellers. That was my favorite section.
- Clean, accessible, children's room
- Location, good selection of children books, and adult books
- Beautiful building, wonderful staff, clean and has great books
- The meeting spaces, the events.
- Friends program I volunteer
- Location
- Children's program
- I love the people, books, and crafts!
- The great children's programs and availability of meeting/study space
- It's nice and welcoming
- Convenience
- I borrow all of my books, and it's great that you are a part of the MVLC so there is access to so much!
- How close it is to our house
- The large selection of titles and authors. And the staff is wonderful
- Great selection of books
- Selection of materials. Lego wall. Friendly space. Comfortable.
- Would like to go to events but I can never make it to any
- Miss Megan and crew!
- The staff is friendly and my 10 yr old is comfortable asking them questions
- Closest/most convenient to my residence.
- schoolwork
- It's so great that we can borrow books from other libraries across Massachusetts, I often find that the books I'm looking for we don't have at the Dracut library
- The people and programs 🤍
- It is a beautiful and cozy library. It has so many great options to choose from, excellent staff, and great resources.
- Programs
- There programs
- Selection

- Convenience. Staff is welcoming and helpful.
- Its the best
- Local
- the need to read
- Museum passes
- It's in a very convenient location
- I will always use the library but if another library offers it, I will go there. We really love that we can get books, magazines, DVDs and music delivered from other libraries to your library. Thank you for that!
- Closest library to where I live
- The wonderful staff and varity of childrens prgorams
- Its close and by far my favorite; the librarians are so nice!
- The staff, programing and excellent selection of books for children and adults.
- comfrotable climate contorled
- I live in dracut so it's easy to borrow books.
- Bringing my grand children. Love the fact that they love to read and join the programs you have.
- Reading, internet, printers and copier
- books, convenience
- Wonderful staff and programming
- Love of books. Great selection in all genres. Staff extremely helpful

How would you rate the library's ....

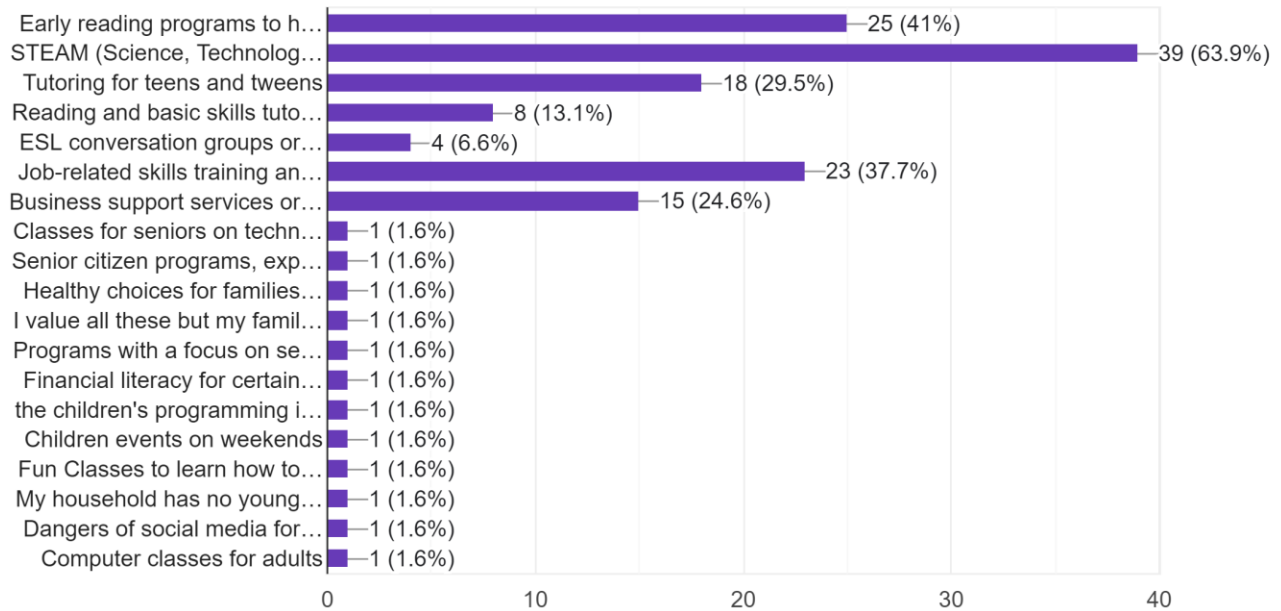




## Priorities

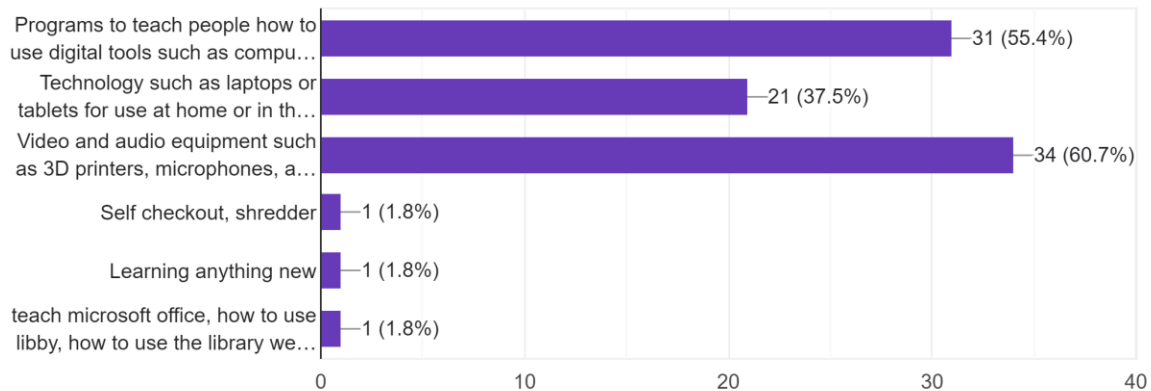
### Education

61 responses



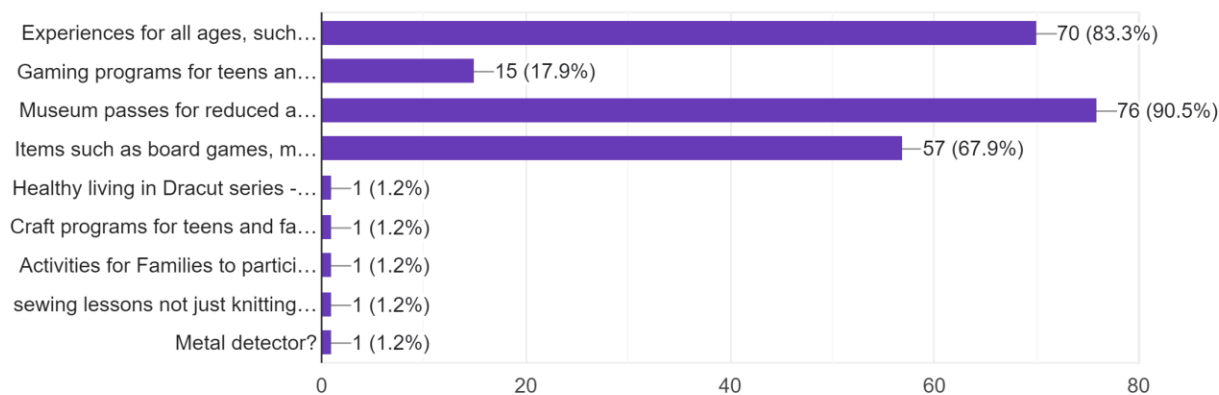
### Technology

56 responses



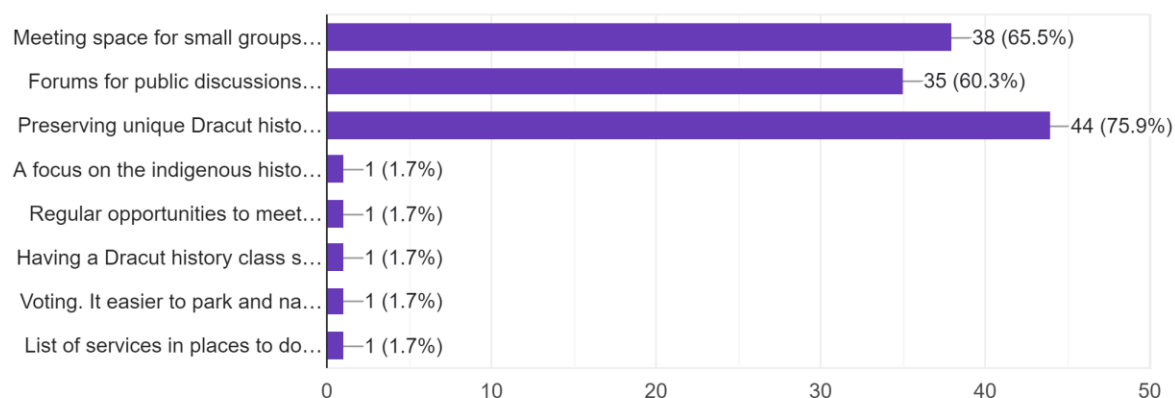
## Enrichment & Entertainment

84 responses



## Public Services & Community Engagement

58 responses



## Final Thoughts

What else would you like to tell us? 49 responses

- Everything worked 🙌 - melissa
- I'm very pleased with the library. Would like to see classes for seniors on use of technology.
- Thank you for all that you do - our family loves the library!
- The library is a welcoming place, full of great books/resources, and very friendly staff. I would love to also see an increase in availability of downloadable books.
- I love everything about this library and use it often!
- Dracut Library is a wonderful local resource!

- Have a teen space for ONLY teens. Not adults using computers, not younger kids hanging around. We spend time at the Pelham library (we purchase a card membership every year) because of the great teen space for ONLY teens.
- Much of Dracut history focuses on the colonizers that incorporated the town. I personally feel it is long overdue to have important, if difficult, conversations about the local history of colonial violence--physical, cultural, and emotional--against the native peoples who once lived here in Augumtocooke. Highlighting children's books by indigenous authors could help with age appropriate learning about the indigenous peoples of the Dawnlands (northeast area including New England), and more difficult and complex material could be made available for teens and adults while perhaps honoring Indigenous People's Day (preferably in lieu of Columbus Day in order to move away from celebrating the genocidal pedophile whose modern legacy was primarily fabricated in an attempt to combat hate towards Italian Americans).
- thank you for encouraging my child to learn how to sign his name so he could have his own library card - great motivation - reading and writing by 4 yo and surprising the Campbell school staff - Thanks Miss Penny - you truly made a beneficial difference in our childrens lives - Job well done, life well lived! BTW - He is a BU student completing a Masters+2Bach. degrees in 4 years and always on dean's list and in the top 1% for grades and still working with the town in recreation in the summer - we love Dracut!!! And he plans on raising his family here, yay.
- Our family loves the library so much, and all who work there! It is such an important and enriching part of our lives.
- In the beginning it asked us what we used the library for and checking out books was not an option. I find books in the catalog from home, put them on hold, then pick them up. My 3 reasons for the library are audio books on Libby, reserving books to check out, and museum passes. Thank you!
- Please offer weekend hours in the summer!
- I have loved seeing more diversity in book selections in the past few years, language-wise and character representations. Keep it up!
- I really wish the library was open on the weekends in the summer or at least part of Saturday. I can't get to the library during the work week and have to go to other towns to borrow books in the summer. It's incredibly inconvenient.
- Great library and programs, it would be helpful if some of the preschool aged programs were held later in the day as well during the school year. There are 2 special ed preschool programs in town with an am and PM session.
- Love the library, people and grounds. Wish that voting for my precinct was back there.
- We should have the ability to renew library cards online.
- I would love to see more library of things, and possibly demos of how to use things to help people find hobbies. Technology is great but we need a break from it and I think the library can do that for our community.
- I love the library but I have two suggestions. It would be great if the library did not close at 4:30 on Thursdays and I would love to see a more readable format for the monthly newsletter.

- I just want to thank you for being my “sanity” when my kids were little. We did all the programs with Miss Penny and then with other librarians along the way. My kids are 13 and 10 now and I’m not sure I would have survived those toddler years without our amazing library and the events they held for kids!
- Thank you for all you do for our community. In the past couple of years, the number of programs, as well as variety, has increased. It's nice to have a place to go to try new things or engage in hobbies and interests.
- The only problem I sometimes run into is when there are more than one book in a particular series you are reading and the library does not have the complete set
- It would be nice if there was a self checkout
- More graphic novels for teens please. Teen reports that it is awkward to browse the YA shelves - it feels like they're being watched. They request taller shelves in that space.
- The hard work and creativity and planning that goes into everything library staff and volunteers do at all levels, for the Dracut community, doesn't go unnoticed. Thank you!
- The children's room librarians have always been so welcoming and helpful! Their programming keeps us coming back.
- I work about an hour away and I can never make it to any children's events. Events on weekends would be amazing for my son. Or events later on in the evening.
- Big thanks to Megan and the rest of the staff for making the library such a fun space to learn, socialize and play. It's one of our favorite places to go and we have learned so much!
- The days you close at 4:30 are difficult to get there. As working parents it would be great if the library were open more evenings.
- Overall, the Dracut Public Library is doing a great service to everyone who lives in the area.
- I've seen a wonderful improvement in the culture and outreach by the library in the last few years. I'm delighted to visit and attend programs. Thank you for all your hard work as a team!
- I enjoy the library hikes
- This is the only library that has ever canceled my library card. We have become members of other libraries just for the Customer Service aspect of them. Allowing the kids to enjoy their library without any harassment.
- Thanks for being one of my favorite places :)
- Thank you for all that you do ! We appreciate you all
- I appreciate you
- I don't bring my kids to the children's events because of all the social media photos. They look crowded and I don't like the idea of children's faces being constantly posted. I understand it's a public space, but I choose to go elsewhere because of the amount of photos taken. Personal preference.
- Offer more native walks around town, yoga, more stuff like the scavenger hunt of Dracut learning more about our town.
- I like how Tewsbury lets you scan library card to make copies so you don't have to type the card number.
- Access to Hoopla as a downloading site (similar to Libby, but more choices)
- Keep up the good work!

- The library is a second home of our family and we are thankful for all the enrichment the library provides for us. So thank you! :-)
- Don't like 3 day rentals on DVDs
- I'm retired so I can visit the library easily during their current hours however it was challenging during summer hours when I worked.
- I would love more teen programs and more crafting programs for all ages.
- Everyone is so very helpful.
- Nothing at this time that I can think of.
- So thankful for the current staffers, their energy and dedication. Would love more weekend and evening hours.
- For a "small town" library it offers everything that one could ask for.