

Goal: Expand & Refine Programming to Meet the Community’s Needs

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Fully Functioning Board with both Becket & Washington well represented	<ol style="list-style-type: none"> 1. Board members have all the skills needed by the Board <ul style="list-style-type: none"> • Identify the skills needed for the Board to function fully • Identify and recruit residents of Becket or Washington who have the skills the Board is missing 2. New Board members integrated into Board activities <ul style="list-style-type: none"> • New member orientation review process reviewed and updated biannually. • New member orientation complete within two months of coming on to the Board. • Board training provided annually. 	Summer 2021- Spring 2022	Trustees and Director
Annual Survey of Community	<ol style="list-style-type: none"> 1. Review and update questionnaire. 2. Re-evaluate process for distributing questionnaire, for example, in the Towns of Becket and Washington mailings. 3. Survey Committee to review results, pull together analytics, and present to the full Board. 	Summer - Fall 2021	Trustees and Director

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Function as a Preferred community meeting space with an emphasis on adult learning and support.	<ol style="list-style-type: none"> 1. Incorporate Spring 2020 community input survey for usage needs 2. Coordinate with community groups for programming outreach 3. Identify additional equipment, staffing, and funding needs required 4. Review existing procedures and policies for usage 5. Continue to offer several adult & family programs monthly 6. Continue increased marketing of availability of space & ongoing programs 	Summer 2021-Spring 2022	Trustees, Director, and Staff
Develop new programs and services for community's adults, children, and families	<ol style="list-style-type: none"> 1. Complete and launch redesign of afterschool programs 2. Summer Reading Program Expansion 2. Summer StoryTime & Crafts co-sponsored with BAC 4. Increased Family/Children's year round programming 5. Contact Elder Services of Berkshire County about need for increased services <ul style="list-style-type: none"> • Investigate delivering selections from the library • Provide support for on-line services so seniors may take advantage of electronic services • Develop specific elder programming, both in-person and virtual, to meet their enrichment needs 	Summer 2021-Spring 2022	Director and Staff

Provide faster speed internet service for our community	<ol style="list-style-type: none"> 10mbs currently available on site Find affordable solution to increase internet access for community. 	Summer - Fall 2021	Director and Trustees
Follow COVID-19 safety protocols, while continuing to meet community needs for materials and programming	<ol style="list-style-type: none"> Maintain and update pandemic protocols <ul style="list-style-type: none"> Follow MA Governor phase protocols. Update Athenaeum protocol to maintain community and staff health safety, while continuing to meet community needs. 	2020-2022	All Staff

Goal: Promote awareness of library's programs and services

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Increased participation in print and social media outlets	<ol style="list-style-type: none"> Regular participation in Becket Newsletter and Washington Tracks, and Country Journal. Increased use of Website, Facebook and Instagram. Investigate use of other social media platforms, such as Pinterest, Twitter. 	Ongoing	All Staff
	<ol style="list-style-type: none"> Maintain and improve website Reach out to other small libraries to brainstorm increased patron involvement. Explore possibility of outdoor bulletin board near dropbox. 	Summer 2021	All staff

Goal: Fundraising Responsibilities – Renewal & Expansion

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
More Fundraising programs sufficient to meet the needs for salary increases and additional programming as	<ol style="list-style-type: none"> Develop grant funded programs to support afterschool, adult, and senior programming 	Summer 2021 - Spring 2022	Trustees, Fundraising Committee, Director, Staff

requested by 2020 patron survey.	<ul style="list-style-type: none"> 2. Significantly grow the endowment, investment funds and bequest program 3. Expand education of donor targets to include the deductibility of IRA QCD gifts to non-profits 		
Increasing trend donations	<ul style="list-style-type: none"> 1. Expand donor targets by obtaining copies of assessor lists from Becket and Washington 2. Continue necessary updates of contact information on 100% of library patron records to ensure accurate mailings for Annual Appeal letters 3. Semi-annual fundraising mailings & marketing 	Fall 2021	Trustees, Fundraising Committee, Director, Staff

Goal: Facility Condition

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Great Interior Space	<ul style="list-style-type: none"> 1. Glass wall on balcony for quiet reading/conference room; identify cost and source of funding 2. Interior painting, unless completed in FY20. 	Summer 2021 – Spring 2022	Trustees and Director
Exterior Facility	<ul style="list-style-type: none"> 1. Review possible well tie-in with Town of Becket, following septic system tie-in completion in fall 2020 2. Monitor condition of existing slate roof 3. Evaluate timing for exterior painting 4. Identify cost and source of funding, begin setting aside capital monies for projects and requesting capital funds from the towns of Becket and Washington 	Summer 2021- Spring 2022	Trustees and Director