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| <b>Pembroke Public Library, Town of Pembroke</b>                        | <b>2023<br/>FY25<br/>(July 2024 -<br/>June 2025)</b> |
| <b>Kathleen Benvie (Interim Library Director), kbenvie@sailsinc.org</b> |  |

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**Strategic Goal:** Community Outreach

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| Objectives (if included in current Long-Range Plan)  | Actions   | Timeframe for Activity | By Whom                                |
|--|---|------------------------|--|
| The Library will improve the marketing of services and events so that all residents have the opportunity to participate. | Build a “Brand Kit,” making Library promotions and resources more recognizable. | Winter 2024            | Youth Services Librarian               |
|  | Seek new marketing opportunities and partnerships for promotion.                | Fall 2024              | Reference and Adult Services Librarian |
| The Library will increase community engagement.  | Plan attendance and outreach for the Town Farmer’s Market.                      | Winter 2024            | Reference and Adult Services Librarian |

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**Strategic Goal:** Be a community space that is warm, welcoming, and available

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| Objectives (if included in current Long-Range Plan)                  | Actions  | Timeframe for Activity | By Whom                        |
|--|--|------------------------|--------------------------------|
| The Library will provide updated technology and knowledgeable staff. | Update patron computers to Windows 11 with support from SAILS staff.   | Fall 2024              | Circulation Services Associate |
|  | Update STEM offerings in children’s room by replacing outdated computers with different sensory experiences. | Summer 2024            | Youth Services Librarian       |

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**Strategic Goal:** Stimulate curiosity and imagination

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| <b>Objectives (if included in current Long-Range Plan)</b>                             | <b>Actions</b>   | <b>Timeframe for Activity</b> | <b>By Whom</b>  |
|--|--|-------------------------------|---|
| Residents will have easy access to materials that will enhance their pleasure reading. | Increase copies of popular titles available in New and Bestseller collections.                 | Summer 2024                   | Assistant Director & Reference and Adult Services Librarian |
| The Library will develop and support lifelong learning activities.                     | Increase adult participation in the Summer Reading Challenge by 10 percent.                    | Summer 2024                   | Reference and Adult Services Librarian                      |
| The Library will support interests and educational needs of teens.                     | Review Summer Reading Challenge for teen patrons and implement new system.                     | Summer 2024                   | Youth Services Librarian                                    |
| The Library will support interests and educational needs of school-age children.       | Develop branded “I Got My Library Card” stickers to encourage card registrations for children. | Winter 2024                   | Youth Services Librarian                                    |
| The Library will encourage early literacy and play for ages birth through 5.           | Begin offering STEM Playgroups on a regular schedule for ages 0 – 5.                           | Summer 2024                   | Youth Services Librarian                                    |
| The Library will develop creative opportunities for patrons.                           | Add a drawing mannequin and a knife sharpener to the Library of Things.                        | Fall 2024                     | Reference and Adult Services Librarian                      |
|  | Produce seasonal installments of “Pembroke Cooks” videos.                                      | Winter 2024                   | Technical Services Associate                                |