

Pembroke Public Library, Pembroke	FY26
Julia Nee, jnee@sailsinc.org	

Goal (from library's current strategic plan)

Community Outreach

Objectives (if included in current strategic 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.	Seek new marketing opportunities and partnerships for promotion	Fall 2025	Reference and Adult Services Librarian
	Increase the Library's social media presence through regular posts, stories, photos, and videos; increase weekly engagement by 5%	Summer 2025	Library Director, Reference and Adult Services Librarian, Youth Services Librarian
	Perform an external communications audit of all print and digital communications for consistency and branding	Fall 2025	Library Director
The Library will increase community engagement.	Plan outreach to and partnerships with the new Pembroke Community Center, Pembroke Recreation Commission, and Council on Aging	Fall 2025	Assistant Director & Reference and Adult Services Librarian

Goal (from library's current strategic plan)

Be a community space that is warm, welcoming, and available

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
The Library will provide updated technology and knowledgeable staff.	Create new and encourage participation in existing training opportunities for all staff, especially part-time, patron-facing staff members	Winter 2026	Head of Circulation & Assistant Director

	Evaluate current patron desktop computer usage and investigate Chromebooks as a more portable and flexible in-house computer option	Fall 2025	Head of Circulation
	Update computer hardware for 4 staff and 4 patron computers	Winter 2026	Head of Circulation
The Library will evaluate current space availability and use.	Research STEM opportunities for youth room	Spring 2026	Youth Services Librarian
	Increase the accessibility of the adult collection through targeted collection maintenance, weeding, and shifting, as well as adding new lighting fixtures to the stacks	Winter 2026	Assistant Director & Reference and Adult Services Librarian
	Update Teen Room layout and offerings by adding new resources for education and exploration, while also prioritizing sound control	Fall 2025	Youth Services Librarian

Goal (from library's current strategic plan)

Stimulate curiosity and imagination

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Residents will have easy access to materials that will enhance their pleasure reading.	Increase variety of adult book displays	Summer 2025	Assistant Director & Reference and Adult Services Librarian
The Library will develop and support lifelong learning activities.	Add memory care/dementia friendly items to the Library of Things	Spring 2026	Reference and Adult Services Librarian
The Library will support interests and educational needs of teens.	Review Summer Reading Challenge for teen patrons and implement an updated system	Summer 2025	Youth Services Librarian

<p>The Library will support interests and educational needs of school-age children.</p>	<p>Increase decodable books available in Early Reader collection to align with local school curriculum</p>	<p>Fall 2025</p>	<p>Youth Services Librarian</p>
<p>The Library will encourage early literacy and play for ages birth through 5.</p>	<p>Add circulating games to the general collection that are geared towards young children including titles that encourage motor skills (Duck, Duck, Dance) and cooperative play (Bunny Brunch)</p>	<p>Fall 2025</p>	<p>Youth Services Librarian</p>
<p>The Library will develop creative opportunities for patrons.</p>	<p>Add new instruments and crafting tools to the Library of Things</p>	<p>Spring 2026</p>	<p>Technical Services Associate</p>