

Pembroke Public Library, Pembroke	FY27
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Goal (from library’s current strategic plan)

Awareness

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Explore new promotional and outreach avenues to increase the awareness of Library materials, programs, and services.	Seek new marketing opportunities and partnerships for promotion	Ongoing	Reference and Adult Services Librarian
Investigate alternative library service points beyond the physical building such as outdoor programming, permanent library lockers, and “pop-up” satellite library locations.	Partner with the Friends of the Pembroke Library on managing the Little Free Libraries at Pembroke elementary schools	Ongoing	Library Director & Assistant Director/Head of Adult Services
	Scout potential locations for outdoor programming	Fall 2026	Assistant Director/Head of Adult Services & Reference and Adult Services Librarian
Collaborate with other town organizations and community groups to increase engagement with library services, meeting the community where they already are.	Plan outreach to and partnerships with the Pembroke Community Center, Pembroke Recreation Commission, Pembroke Senior Services, and the Lydia Drake and Cobb private libraries	Ongoing	Assistant Director/ Head of Adult Services, Reference and Adult Services Librarian, & Youth Services Librarian/Head of Youth Services
	Coordinate new Summer Expo event with Pembroke Recreation Commission	Spring 2027	Library Director

Seek out community input regularly to ensure the evolving service needs and interests of the community are being met.	Set up asynchronous feedback opportunities, like talk-back boards, to gain insight into patron's thoughts and opinions	Winter 2027	Library Director
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Goal (from library's current strategic plan)

Programming

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Provide varied programming opportunities to help community members meet their informal and formal lifelong learning goals.	Survey community members to see where interests lie for future programming	Winter 2027	Reference and Adult Services Librarian
Encourage a love of reading and set children up to succeed in school through dynamic storytimes, STEAM activities, and other early literacy programming.	Continue to offer interactive storytimes and other programming for young children and their caregivers with a focus on foundational skills such as language development and socializing	Ongoing	Youth Services Librarian/Head of Youth Services
Expand program offerings for tweens and teens to provide opportunities for socialization, exploration, and preparation for college, careers, and life.	Compile feedback from teens and tweens regarding program needs and wants using a variety of methods including a suggestion box in the teen area and conversational opportunities	Ongoing	Youth Services Librarian/Head of Youth Services
Invite the community to help collaborate on library programs and events, ensuring the Library benefits from community expertise and resources.	Connect with Pembroke businesses to present seminars, lectures, or displays on high demand topics	Winter 2027	Reference and Adult Services Librarian

Goal (from library's current strategic plan)

Collections/Services

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Provide a thoughtfully curated collection in a variety of formats to meet the educational and recreational wants and needs of the community.	Increase Adult Bestsellers collection holdings with varied formats	Spring 2027	Assistant Director/Head of Adult Services
	Increase puzzle, game, and video game collections for all ages	Summer 2026	Assistant Director/Head of Adult Services & Youth Services Librarian/Head of Youth Services
	Curate OverDrive Advantage collection to increase usage	Summer 2026	Assistant Director/Head of Adult Services
Seek out novel resources to provide patrons with inspiring information and experiences.	Review databases offered and potential new databases additions for FY28 subscriptions and renewals	Spring 2027	Library Director & Reference/Adult Services Librarian
Reconceptualize way finders, signs, displays, and recommendation tools to help patrons better navigate and discover the collection.	Investigate StackMap or other mapping resurces to assist patrons in collection discovery	Fall 2026	Library Director
Invest in training opportunities for staff to ensure the best possible customer service, technological support, and research assistance is available to patrons.	Arrange onging training for staff to keep them up-to-date on new technologies and policies	Ongoing	Library Director & Assistant Director/Head of Adult Services
	Arrange training during fall and spring all staff meetings on potential topics like Readers Advisory and "Crisis Prevention Institute" Verbal Intervention Training	Ongoing	Library Director
	Update training and reference manuals for circulation staff	Winter 2027	Assistant Director/Head of Adult Services & Assistant

			Librarian II/Head of Circulation
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Goal (from library's current strategic plan)

Facilities

Objectives (if included in current strategic plan)	Actions	Timeframe for Activity	By Whom
Expand and redesign the youth services area to satisfy the evolving needs of youth patrons and their caregivers.	Work with the Pembroke Public Library Foundation to design and fundraise for the children's room expansion	Ongoing	Library Director
Assess and improve Teen Lounge furnishings, layout, and amenities to create a welcoming area for teen patrons.	Provide dynamic seating and sound-dampening furnishings for the Teen Lounge	Fall 2026	Youth Services Librarian/Head of Youth Services
Evaluate current facility layout and external products in order to provide quiet and private work-study areas for patrons.	Investigate study pods as a construction alternative to provide private work/study areas	Ongoing	Library Director
Explore adding outdoor seating and other furnishings to expand the Library's usable space.	Replace the outdoor bike rack with a new bike rack/bike repair installation	Spring 2027	Library Director

Approved by the Board of Library Trustees November 19, 2025.