



Marlborough
PUBLIC LIBRARY

FY 2025
FY 2026

Action
Plan

Vision, Mission, and Values

Vision:

The Marlborough Public Library will be a central part of what makes Marlborough a great place to live, work, and play.

Mission:

The Marlborough Public Library provides a welcoming, inclusive space to inform, enrich, and empower people of all ages. The library freely provides a broad spectrum of resources, information, and experiences that encourages personal growth and celebrates our diverse community.

Values:

We affirm the ALA [Core Values of Librarianship](#), which includes access, equity, intellectual freedom and privacy, public good, and sustainability.

We are also guided by the following values, which help us understand our identity and frame our work:

- We provide a safe space where everyone is respected and valued,
- We prioritize equitable access and ease of access,
- We make intentional and informed decisions,
- We center our decisions around what's best for our community,
- We strive to be trendsetters by being proactive and innovative with our services.

Strategic Plan Overview

Community Connections

We will create a stronger community by meeting our patrons where they are and how they need us in the Library and beyond:

- Expand and enhance relationships with local groups and community partners,
- Seek opportunities to bring library services to the broader community,
- Develop new experiences that reflect and appeal to our diverse community.

Community Space

We will provide a safe, welcoming and free third place for our community where people can learn, play, gather, or simply be:

- Respond to feedback to ensure the library building meets the needs of all members of the community regardless of age, ability or background,
- Collaborate with other city services to promote public safety and welfare,
- Provide opportunities for the community to connect with one another and learn from each other's experiences,
- Celebrate local history and provide opportunities for our patrons to explore Marlborough's rich heritage.

Resilience

We will seek opportunities to remain resilient, promote our values, prepare for the unexpected, and grow with the changing needs of the diverse Marlborough community:

Enhance Core Services

We will build on our core services that define us as a trusted community resource dedicated to the public good:

- Build a collection that supports our function as a trusted source for information, reflects the diversity of Marlborough, and meets the educational and recreational interests of the community,
- Connect and educate our community with current and upcoming technology,
- Build on our current electronic collection and improve ease of access.

Engaged Staff

We recognize Library staff are integral to our success and will foster an internal culture of growth that influences how we learn from and serve the community:

- Support a diverse and enriched staff through professional development and training,
- Leverage staff talents, interests, and skills in innovation and improvement of library programs, services, and outreach.

- Increase our financial resources by advocating for more funding with the City, pursuing grant opportunities with state and local agencies and foundations,
- Strengthen community ties via partnerships with Marlborough-based companies,
- Promote the value of our collections, space, and services to improve awareness of what the library offers,
- Develop our partnerships with the Marlborough Public Library Foundation and Friends of the Marlborough Public Library.

Action Plan

Community Connections

We will create a stronger community by meeting our patrons where they are and how they need us in the Library and beyond:

- Expand and enhance relationships with local groups and community partners
 - Develop a more engaged outreach plan for Marlborough Teens and Tweens
 - Revamp the 1,000 Books Before Kindergarten Program and partner with MPS and other local preschools/daycares to promote it
- Seek opportunities to bring library services to the broader community
 - Open the Library on Sunday by requesting funding for additional staff or adjusting weekly hours
 - Update the Library Card Policy to reflect modern library practices and encourage increased library card registrations
- Develop new experiences that reflect and appeal to our diverse community
 - Create interactive/independent activities in the children's room using the light table

Enhance Core Services

We will build on our core services that define us as a trusted community resource dedicated to the public good:

- Build a collection that supports our function as a trusted source for information, reflects the diversity of Marlborough, and meets the educational and recreational interests of the community
 - Conduct a diversity audit of the library collection using Ingram services
 - Develop best practices for purchasing and weeding materials based on diversity audit results
 - Introduce a Library of Things collection
 - Introduce a French Language collection
 - Evaluate the children's collection to identify series gaps. Fill gaps as needed
- Connect and educate our community with current and upcoming technology
 - Offer beginner computer classes
 - Plan topics and prepare for intermediate computer classes
 - Offer 1:1 or drop-in technology help sessions
- Build on our current electronic collection and improve ease of access
 - Update and launch a new Library website
 - Investigate and add at least two (2) new Digital Resources

Action Plan

Community Space

We will provide a safe, welcoming and free third place for our community where people can learn, play, gather, or simply be:

- Respond to feedback to ensure the library building meets the needs of all members of the community regardless of age, ability or background
 - Add amenities to the meeting and study rooms to further increase usability.
 - Add collection wayfinding signage
 - Create a sensory corner in the Children's Room
- Collaborate with other city services to promote public safety and welfare
 - Explore partnerships opportunities with Human Services
- Provide opportunities for the community to connect with one another and learn from each other's experiences
 - Introduce at least 1 more book club for adults
 - Introduce more programming for adults aimed for the LGBT+ community
- Celebrate local history and provide opportunities for our patrons to explore Marlborough's rich heritage.
 - Determine priorities for preservation needs of the local history collection
 - Identify grants that will support digitization efforts of collection

Engaged Staff

We recognize Library staff are integral to our success and will foster an internal culture of growth that influences how we learn from and serve the community:

- Support a diverse and enriched staff through professional development and training
 - Utilize MLS conference grants to send staff to local and national conferences
 - Create formal staff training plan to ensure staff are taking advantage of professional development opportunities
- Leverage staff talents, interests, and skills in innovation and improvement of library programs, services, and outreach
 - Form an Accessibility Team and have the team come up with 1 or 2 ideas to better improve library accessibility

Action Plan

Resilience

We will seek opportunities to remain resilient, promote our values, prepare for the unexpected, and grow with the changing needs of the diverse Marlborough community:

- Increase our financial resources by advocating for more funding with the City, pursuing grant opportunities with state and local agencies and foundations
 - [Apply for, receive, and implement LSTA Grant: Health and Wellness](#)
- Strengthen community ties via partnerships with Marlborough-based companies,
 - [Identify potential partnerships with local Marlborough businesses to sponsor events or services](#)
- Promote the value of our collections, space, and services to improve awareness of what the library offers
 - [Develop marketing plan for library collection](#)
 - [Create guidelines for staff posting to library social media](#)
 - [Investigate how MailChimp could replace Wowbury](#)
- Develop our partnerships with the Marlborough Public Library Foundation and Friends of the Marlborough Public Library
 - [Assist MPL Foundation with author talk program](#)
 - [Work with Friends of the Library on book sale and other fundraising events](#)
 - [Work with Friends of the Library to set up an ongoing Seed Exchange](#)