

One Page Strategy for the Bennington Free Library

MISSION:

The Bennington Free Library is a central part of the community that provides engaging and accessible materials, programs, and services that meet the educational, informational, cultural, and recreational needs of the community. We strive to provide a dynamic, welcoming environment that enriches lives, promotes lifelong learning and literacy, and supports the interests of our patrons.

VISION:

Bennington Free Library – a dynamic community resource where curiosity thrives and lives are enriched.

VALUES: Community-driven, Literacy and lifelong learning, Pursuit of knowledge, Intellectual Freedom

STRATEGIC PILLAR #1 COMMUNITY ENGAGEMENT

GOAL #1: Launch a community listening tour by Q4 2025 to gather feedback from at least 500 community members to better understand and address barriers to library engagement.

GOAL #2: Establish metrics for website and media engagement by Q4. Explore other social media channels.

GOAL #3: Increase library membership by 10 % by end of June 2026 through targeted outreach programs.

STRATEGIC PILLAR #2 FINANCIAL FUTURING

GOAL #1: Develop and implement a diversified financial plan by December 2025 to maintain level Town funding and increasing fundraising initiatives.

GOAL #2: Increase the number of individual donors and corporate sponsors by 10% through targeted campaigns, donor appreciation events, and other activities by March 2026

GOAL #3: Reestablish a Friends Group and a road map to success with mission, vision, and values to be created by December 2025.

STRATEGIC PILLAR #3 PEOPLE

GOAL #1: Reimagine and align the needs of the community with job descriptions at the library by October 2025.

GOAL #2: Create a more professional staff by bring compensation rates up to the State wide median rate by July 2027. Future pay increases to be linked to core competencies.

GOAL #3: Provide professional development opportunities to 100% of library staff, trustees, and board members focused on leadership and industry trends by April 2026.

STRATEGIC PILLAR #4 SPACE & PHYSICAL RESOURCES

GOAL #1: Complete a comprehensive facility assessment by November 2025 to identify and prioritize infrastructure improvements, ensuring ADA compliance and energy efficiency.

GOAL #2: Implement three key facility upgrades which may include improved signage, expanded seating areas, and digital resource stations by the end of 2026.