POLLARD MEMORIAL LIBRARY — LOWELL

Strategic Plan FY2025 - FY2029

VISION
Enriching lives and connecting our community through opportunities to explore, learn, and grow.
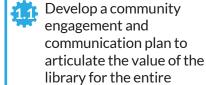
MISSION
We are a vital hub of learning in the City of Lowell and serve as a connector for our diverse community by providing equitable access to information, technology, and space needed to support lifelong learning.

COMMUNICATE AND CONNECT

Celebrate community diversity by strategically communicating and connecting people with library services.

OBJECTIVES

1.1 Develop a community engagement and communication plan to articulate the value of the library for the entire community

1.2 Implement, evaluate, and adjust the outreach plan

1.3 Create a partner plan by assessing current partnerships and discussing opportunities for deepening joint work and expansion to new partners

1.4 Regularly communicate with and engage City officials and other stakeholders

STRENGTHEN CORE SERVICES

Connect people to information literacy, resources, and programs for exploration, learning, and growth in welcoming spaces.

OBJECTIVES

2.1 Increase understanding and usage of library services for all patrons

2.2 Increase access and remove language barriers of non-English speakers through signage, library information, programs, and collections

2.3 Study ways to reach more patrons through home delivery services

2.4 Implement a system for evaluation of programs and services to support data driven decision making

2.5 Holistically consider the use of library spaces and create a phased plan to update and renovate

ORGANIZATIONAL EXCELLENCE

Cultivate a strong, supportive organizational culture dedicated to continuous improvement to increase job satisfaction and ensure excellent patron experience.

OBJECTIVES

3.1 Engage regularly in ongoing dialogue about what it means to be a patron-centered library and use data to make changes and improvements

3.2 Continue to implement customer service standards and evaluate staff success in achieving these standards

3.3 Expand efforts to fulfill community needs by working with other departments within the City and throughout the library

3.4 Create professional development plans for each staff member

3.5 Find ways for staff members to connect with each other across library departments for better understanding of roles and responsibilities