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Berlin-Peck Memorial Library **strategic plan** 2024–2026



from the planning team

Dear Berlin Community Members and Library Patrons,

We're thrilled to present to you Berlin-Peck Memorial Library's Strategic Plan for 2024-2026.

Our planning committee embarked on this process as part of a cohort of seven libraries around the state of Connecticut, each working on their own strategic plans. You may not realize how costly strategic planning can be. By working in a cohort sponsored by the Connecticut Library Consortium (CLC), and with Organization Development Consultant Maureen Sullivan guiding us every step of the way, we were able to make this strategic plan a reality. The best part is that we supported one another, as libraries often do, and we learned from each other.

For our part, Berlin-Peck formed a staff-led committee and heard from 486 people through our community survey, four community conversations, and two idea boards. As members of the library community, your input and ideas were a vital part of this process. Thank you so much for sharing your feedback on our programs and services, spaces, staff, and collection. We learned there is a high level of satisfaction with our programs and services, you appreciate our welcoming and warm environment, and you want more of what we're doing—more programs, more opportunities to gather, more live performances, more partnering with our local schools, and more fun!

While feedback was generally positive, we identified opportunities to improve our services. We learned that some people don't know about what we offer. We can do a better job in getting information about our programs to our patrons and community. You want a space to create and explore with technology. We hear you! You asked for more resources for English language learners and more opportunities to be together across generations. You will find all of this in our plan.

Your input was valuable in formulating our priorities for the next three years:

- Engaging Community
- Supporting Literacy
- Fostering Connection in a Divided World
- Enriching Lives Through the Arts and Culture



All of our work will be guided by these priorities. We invite you to look at these in more detail on the following pages. Again, thank you for your participation and feedback that allowed us to focus our efforts on critical areas—the things that matter to *you*. Thank you to all our users, supporters, donors, patrons, the Berlin Town Council, the Library Board, the Friends of the Berlin Peck Library, and our dedicated staff for their work on this process. We are so proud of what our library has accomplished, and we look forward to what the next three years will bring.

Warmly, from the Strategic Planning Team,

<i>Kimberly McNally</i>	<i>Outgoing Library Director</i>
<i>Kelly Fowler</i>	<i>Children/Teen Library Assistant</i>
<i>Carmen Bittel</i>	<i>Circulation Library Assistant</i>
<i>Anne Henriques</i>	<i>Adult Services Librarian</i>
<i>Kevin Wilhelm</i>	<i>Library Board Member</i>

mission

Every day, the Berlin-Peck Memorial Library strengthens individuals and builds community through universal access to information, opportunities, ideas, and understanding.

vision

To be the heart of an engaged, informed, and vibrant community.

values

intellectual freedom

We uphold the right to privacy and provide free and open access to materials and resources that reflect diverse points of view.

connection and collaboration

We foster connections between people through collaboration with our community, believing that personal connections are vital for the well-being of individuals and our society.

exceptional service

We care about the people we serve and support each other in providing compassionate, trustworthy, and individualized service.

curiosity and discovery

We affirm that people need to learn at every age, pursue their interests, and explore new possibilities. We approach our work with curiosity and embrace the future while honoring our past.

a welcoming place

We welcome you as you are.



Albina, Berlin resident
and Berlin-Peck regular

priorities and goals

We are committed to creating a space that welcomes and respects the uniqueness and diversity of all people.

engaging community

Reaching our community means being known as a trustworthy partner, providing an open door to new opportunities, and offering experiences outside of library walls.

Goals:

- Strengthen partnerships with schools, local organizations, and town services and increase the library's presence in the community
- Develop and implement a marketing plan
- Expand current programs and explore new offerings and timing of programs for multigenerational groups, teens, young professionals, working families, and neurodiverse individuals

supporting literacy

Literacy takes many forms: from our ability to read to managing finances, from determining if information is true and valid to navigating the internet, from learning a new language to finding books on library shelves.

Goals:

- Provide digital literacy, information literacy, and technology instruction classes
- Implement programs that support best practices for preparing children to enter school
- Support the personal pursuit and exchange of knowledge and ideas
- Increase opportunities for English language learners
- Provide dedicated exam study hours during Berlin High School midterm and finals weeks
- Create videos for technology instruction



Berlin-Peck patron Avery Gambardella
showing off a cake pop craft

fostering connection in a divided world

We do not need to agree in order to connect. Understanding is what brings us together, and the library is a place where understanding of people and experiences can begin.

Goals:

- Provide opportunities for people of differing viewpoints and experiences to meet and discuss important issues
- Train people to develop listening skills and increase understanding in conversations
- Weave listening and understanding exercises into programming for children, teens, and parents.
- Analyze the library collection to determine the extent to which it reflects our multicultural and diverse society
- Increase multicultural programming
- Offer recurring groups and activities that allow people to get to know one another

enriching lives through the arts and culture

We find our way to each other through the arts and cultural experiences. These fundamental expressions of our shared humanity should be accessible to all.

Goals:

- Increase arts programming through musical performances, community art shows, author events, film screenings, and other means to expand people's perspectives
- Allow people guidance and space to pursue their own creativity through workshops, writing contests, classes, and resources for a wide range of crafts and hobbies
- Increase access to tools that allow people to experiment with creativity and technology
- Incorporate play and entertainment because people need to have fun!



Local Artist
Carissa Durrant



The Berlin-Peck Memorial Library traces its origins to the Kensington Library Society, established in 1829 by subscribers who were “sensible of the benefits resulting to the community from the establishment of a public library.”

The library serves the town of Berlin, including Kensington and East Berlin. Funding comes from Berlin taxpayers, making up 1.3% of the town budget, with additional support from donations and the Friends of the Berlin-Peck Memorial Library organization.

In 2023, the library circulated over 190,000 items, welcomed 75,990 visitors, and hosted 6,268 attendees at 341 free community programs.

Our
Community
Survey
received 440
responses!



Word cloud generated using responses from question 13 from the Community Survey:
What 3 words would you use to describe Berlin-Peck Memorial Library?

Timeline

May 2023

Berlin-Peck applies to be part of CLC "Flagship" Strategic Planning Cohort

July-August 2023

Initial meetings between cohort library directors, Ellen Paul of the CLC, and organization development consultant Maureen Sullivan

August 2023

Strategic Planning Committee formed, with representatives from all library departments and library board

September 2023

First cohort meeting, analysis of strategic plans and surveys, and creation of community survey

October 2023

Community survey,
Community Conversation events,
meetings with town representatives,
and data gathering

November 2023

Analysis of data and writing strategic plan

December 2023

Strategic Plan submitted to town for review

January 2024

Strategic plan shared with public

Strategic Planning Team

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