

PEASE PUBLIC LIBRARY STRATEGIC PLAN 2026-2031



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Pease Public Library

Strategic Plan 2026-2031

I. Introduction

The Pease Public Library provides library services to on average 36,000 to 45,000 individuals a year. A strategic plan has not been made for the library since the addition was completed in 2011. It was the goal of the Library Director to have a new strategic plan in place by 2026.

II. The Strategic Planning Process

- a. The Library Director attended a strategic planning training through the NH Bureau of Education and Training in the Fall of 2024.
- b. The Pease Public Library Board of Trustees approved questions to be asked in a community survey at their June 2025 meeting.
- c. The survey published on July 1, 2025. It was made available digitally on the library's website as well as physical copies at the circulation desk. A QR code to the online survey was shared on the library's social pages and website. Small handouts with the QR code were on display throughout the library, at the Plymouth Town Hall, and was published in the *Record Enterprise*. The deadline for survey submissions was August 31st.
- d. In September 2025, the survey results were compiled and shared with the library trustees.

III. Summary of Results

- a. **Community:** A total of 85 survey responses were collected from community members. 65 were submitted digitally and 20 physically. 55.29% said they are a Plymouth resident and 37.8% of responses visit the library weekly. The top reasons for visiting the library are to borrow books or other materials (DVDs, audiobooks, magazines, etc.); to find a place to work, study, or read; and to attend library programs.

While 72.29% rated the library's customer service as 'Excellent', there were comments that stated the library could improve in this area. The library also got 'Excellent' ratings in our web presence, programs, and collection.

The library's greatest strengths commended were the staff, location, overall layout, the library's collection, the inter-library loan system, and community resources. Survey respondents listed the library's website, Facebook page, and newsletter as the top three places they find out about library services and events.

The survey showed that patrons would like to see more programs related to arts and crafts and music. They would also like to see more events held after-hours. Other program suggestions were book clubs, programs on artificial intelligence, and an overall increase in educational programs. Patrons expressed concern about the functionality and reliability of library computers and printers.

When asked what they would like to library to focus on over the next five years, the top three answers were: 1. Create opportunities for people to become involved in the community and with the library, 2. Support students of all ages, 3. Build partnerships and collaborations with town and local businesses.

- b. **SWOT Analysis from Library Staff:** The staff agree that the library has a very committed staff with encouraging and helpful coworkers. They felt that the library provides a great public service with a lot of resources provided to the community.

Some concerns from the staff are that overall staff communication can be improved—not only between co-workers but also with patrons.

Weaknesses and Threats that were pointed out were outdated technology, difficulty with getting young patrons to come to programs, customer service to patrons, and increases in book banning through out the state and country. Another concern was increasing attempts in state legislation that could affect how public libraries operate and protect patron privacy.

IV. Mission Statement

The Pease Public Library strives to foster lifelong learning and be the community hub of Plymouth.

V. Vision Statement

The Library will be a safe place where community members will feel comfortable to be themselves. It will be a center for recreational resources, literacy promotion, and an informational hub.

VI. Core Values

The Pease Public Library is committed to:

- i. Serving the community.
- ii. Creating partnerships in the community.
- iii. Foster and create a broad and inclusive collection.
- iv. Promote library services.

VII. Goals

Goals for 2026-2031 were developed utilizing feedback from the community and staff. The Strategic Plan will guide the development of the Library's programs, collections, and services.

- a. **Invest in Staff Development:** Increase opportunities for staff professional development.

i. **Action:**

- ☐ Create an annual Staff Development Day. The library would close to the public each year on a pre-established day for staff training.

- b. **Foster Community Partnerships:** Build and strengthen partnerships with other town departments, local organizations, schools, and small business to extend outreach and create more collaborative programs.

i. **Actions:**

- ☐ Increase collaborations with Whole Village and Plymouth Regional Senior Center
- ☐ Create joint program offerings with the Plymouth Recreation Department

- c. **Broaden Program Offerings:** Provide after-hour library program offerings and diversify the types of programming offered.

i. **Actions:**

- ☐ Increase arts and crafts and music program offerings
- ☐ Create programs that start outside typical work hours to

increase attendance.

- ☐ Offer more programs on emerging technologies

d. Strengthen Library Promotion and Visibility: Expand marketing efforts through the local newspaper, flyer distributions at local businesses, and visits to local schools to increase awareness of library services and events.

i. Actions:

- ☐ Create a weekly column for *Plymouth Record Enterprise*
- ☐ Distribute event flyers to downtown businesses, Hannaford, and Market Basket.
- ☐ Table at Plymouth Regional High School monthly.
- ☐ Coordinate visits to classrooms at Plymouth Elementary School and Plymouth Regional High School several times a year.

e. Adapt to Technological Changes: Keep pace with and update library technology offerings and expand the Library of Things collection.

i. Actions:

- ☐ Update and replace patron and staff computers.
- ☐ Replace e-Readers in Library of Things collection for more up-to-date models.
- ☐ Add outdoor materials to the Library of Things, such as gardening tools, snowshoes, hiking equipment, etc.

VIII. Measuring and Communicating our Progress

The Library Director and the Board of Trustees will review the Strategic Plan annually. Library staff members will also distribute and collect program evaluation surveys as a continual assessment of program offerings.

IX. Plan Approval

The Strategic Plan for 2026–2031 was approved by the Board of Trustees on January 21, 2026.