



MAUD PUBLIC LIBRARY

Strategic Plan

2024 – 2029

Vision: A sustainable community that uplifts and empowers all residents for success.

Mission: Maud Public Library aims to inspire our community to dream bigger in order to create a better quality of life for all.

Goal 1: Renovate & expand the current library facility.

Action Steps/Timeline:

- a. **2024-2025 Complete:** Completed preliminary site work and secured design concepts from WCA Design Studios.
- b. **2024-2025 Complete:** Established strategic partnerships with architecture, library, and foundation consultants for project planning.
- c. **2025 Complete:** Developed comprehensive 3-year implementation timeline for grant applications, fundraising goals, and project phases.
- d. **2025-2027:** Execute multi-source funding strategy incorporating foundation grants, corporate partnerships, government funding, and community fundraising.

Goal 2: Grow the library's social events & community programs as capacity allows.

Action Steps/Timeline:

- a. **2025 Complete:** Reviewed and verified that current programs support the library's mission. Programs were evaluated for attendance, volunteer availability, and operational sustainability.
- b. **2025 Complete:** Determined the number of programs that the library can successfully support and created a tentative schedule of events aligned with operational capacity.
- c. Identify partners in the community who are willing to support specific programs.
- d. Develop a marketing and outreach plan with FOMPL input to increase awareness and support of library programs.
- e. **2026:** Maintain core programming (Storytime, Summer Reading) while pausing expansion of social events to focus operational capacity on capital campaign preparation.
- f. **2027-2029:** Resume program expansion post-facility completion, utilizing enhanced space and infrastructure to support sustainable growth in community events.

Goal 3: Establish a library/community outreach program.

Action Steps/Timeline:

- a. **2025 Complete:** Expanded digital access outreach through hotspot lending program, Libby app promotion, and 24/7 exterior WiFi access serving isolated community members.
- b. **2026:** Continue outreach services during capital campaign preparation, focusing on workforce development and digital equity programs that demonstrate mission impact to potential funders.
- c. **2028-2029:** Evaluate bookmobile/mobile outreach feasibility post-facility completion. Determine cost of annually funding expanded mobile services and identify potential grants or community partners to acquire capital items if assessment supports this direction.

d. Identify community partners or remote areas that could benefit from enhanced outreach services.

Goal 4: Increase FOMPL membership & promotion.

Action Steps/Timeline:

a. FOMPL to appoint a membership chairperson to assist the library director in identifying potential new members. Set a goal of how many new members FOMPL would like to add annually.

b. Create a Maud Public Library/FOMPL brochure and/or website page to share with potential new members or businesses to show the benefit of being a member of FOMPL.

c. Identify volunteer needs of the library and/or FOMPL and provide new members with options for volunteering.

d. Identify adult and teen clubs, school groups or other organizations that may provide volunteers at the library.

e. **2026:** Conduct volunteer recruitment drive to secure support for core library services (front desk operations, Storytime, Summer Reading) while FOMPL board and director focus capacity on capital campaign planning and fundraising activities.

f. **2026-2027:** Prioritize volunteer retention and leadership development to support capital campaign activities. Focus on clear role definitions, training, recognition, and succession planning for organizational sustainability.

Goal 5: Develop a comprehensive library fundraising strategy via FOMPL.

Action Steps/Timeline:

a. **2024-2025 Complete:** Assessed library funding needs and established fundraising priorities with FOMPL board.

b. **2025-2026:** Develop and refine donor cultivation materials including prospect list and case for support.

c. **2025-2027:** Execute capital campaign for facility expansion/renovation, incorporating foundation grants, corporate partnerships, government funding, and community fundraising.

d. **Ongoing:** Maintain annual fundraising activities to support library operations and programs.

*Consulting services provided by Dayna Williams, Assistant Director
Partners Library Action Network (PLAN)*

*Adopted by Friends of the Maud Public Library Executive Board July 12,
2024 (FOMPL)*

*Progress milestones and tactical implementation updated to reflect
completed work and alignment with capital campaign priorities (reviewed by
FOMPL Executive Board January 14, 2026)*