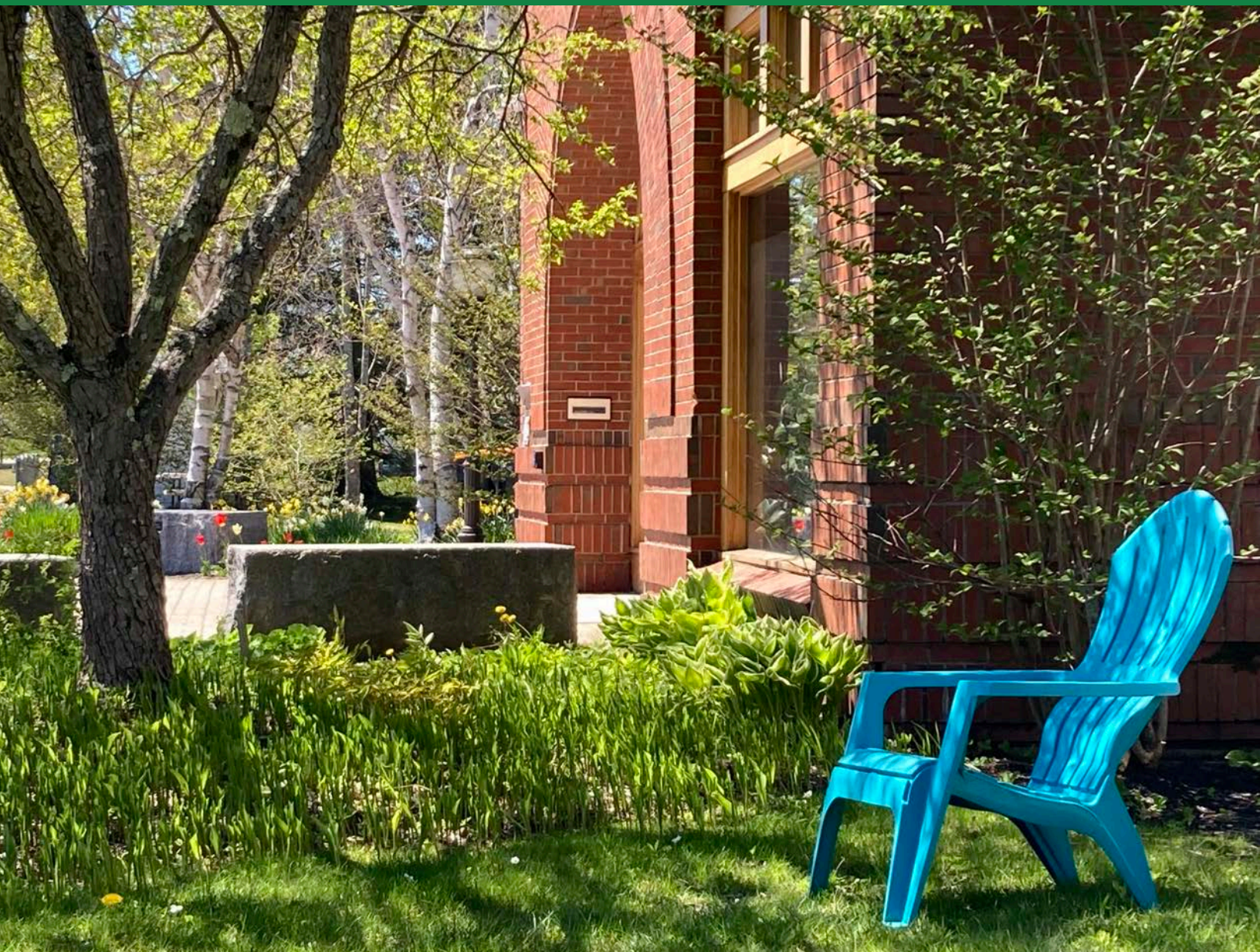


STRATEGIC PLAN 2024-2029



June 2024

DIRECTOR'S LETTER



Richard "Chip" Schrader, Director

Thank you for taking time to learn more about the Scarborough Public Library!

This strategic plan aims to answer the burning question "What are we doing to prepare for tomorrow?" Our Trustee committee was tasked with establishing practical and actionable goals.

We know that print is the highest selling and circulating format right now. As electronic formats grow, however, we will evolve with Scarborough's literacy needs. Beyond our collection, we are also focused on library spaces and our team's expertise.

Efficiency, adaptability, and portability are the goals. Flexible spaces will expand program offerings, and dedicated quiet areas will be equipped with the necessary technology for productivity. In addition, your public library will have lab spaces with the newest technologies available for a test drive.

Library professionals will continue as guides for new technologies. As artificial intelligence and the metaverse emerge, we will help navigate those frontiers ethically and safely.

While technology may make us lonelier, the Scarborough Public Library is that "third space" where we gather between the school, work, and home hours. Our programming enriches the community and provides social opportunities that are becoming increasingly scarce.

At the root of it all, Scarborough Public Library will always be a place for community members to gather, while also providing equitable access to resources and services for all.

Here's to a well-rounded life!

Chip Schrader

SCARBOROUGH PUBLIC LIBRARY

MISSION

The mission of the Scarborough Public Library is to provide access to a broad and deep collection and high-quality services that promote lifelong learning in a welcoming, community-centered facility.

VISION

The Scarborough Public Library will be an innovative leader in implementing a variety of strategies to bring knowledge and promote learning opportunities for people of all ages.

VALUES

The Scarborough Public Library will:

Be a vibrant spirited library that demands outstanding performance in all areas.

Assist a broad population to access knowledge and information through diverse formats for both formal and independent education.

Maintain a professional and highly-skilled staff to assist with access to information and services.

Use resources judiciously to provide a stimulating and welcoming atmosphere, and a variety of programs and spaces that serve as an anchor for the community.

Serve as a proactive and courageous leader in the library community—keeping abreast of the latest technology while honoring and maintaining tradition.

Engage and respectfully consult with community members to ensure that a broad population has a positive experience.



COMMUNITY OVERVIEW

SCARBOROUGH SCHOOL SYSTEM

Scarborough has 3 elementary, 1 intermediate, 1 middle, and 1 high schools.

Serves almost 3,000 students from K through 12th grade.



HOUSEHOLDS

9,168 households.
Median Household Income is \$113,289.
78.3% are owner-occupied.
96.3% have a computer and 91.2% have Internet access.
3.9% of residents live below the poverty level.

EDUCATION

98.1% of residents 25+ are high school graduates or higher.
54.6% of residents 25+ have bachelor's degree or higher.

RACE & ETHNICITY

92.63% of the population is white.
0.25% is black.
0.58% is American Indian/Alaskan Native.
2.85% is Asian.
3.69% is multiracial.

ECONOMY & BUSINESS

6th largest community in Maine.
17,276 jobs.
1,375 businesses.
48% of working residents work in Scarborough.
75% of the manufacturing sector is in bioscience.

OCCUPATIONS

Scarborough residents work in:

8.2%	Manufacturing
12.1%	Retail Trade
11.3%	Finance Insurance and Real Estate
14.7%	Professional, Scientific and Management
26.7%	Health Care
27%	All Other

POPULATION

Total population of about 24,000.
17.9% is under age 18.
23.3% is over age 65.
Median age is 47.6 years.



LIBRARY PROFILE

The Scarborough Public Library operates as a private, nonprofit, tax-exempt corporation and is governed by a Board of Trustees made up of 11 residents (including one appointed member of the Town Council and a representative of the Friends of the Library). Funds to operate the library come primarily, but not exclusively, from the town. Additional revenues include donations and Friends' support. Following an informal procedure established in 1934, municipal officials and library trustees cooperate in providing library services without charge to residents of the community.

Quick Facts

Library visitors increased from 28,000 in 1989, to 108,000 in 2023.

Afterschool visitors average about 60 per school day.

Circulation averages over 210,000 items per year, with 170,000 physical items and 37,000 digital items lent in 2022 as the pandemic began to ease.

22 employees and over 20 volunteers.

Collection comprised of more than 80,000 print and A/V materials and 32,000 digital titles.

Annual budget of \$1.2 million.

Wide Range of Programs

Movie Matinees

Book Clubs for All Ages

Crafts and Arts

Children's Play and Exploration Groups

Teen Activities

Adult Gaming Groups

Speaker Series

French Discussion Group

Wide Range of Services

- Traditional borrowing with access to Minerva, a shared library system that brings together over 60 libraries of all types from across the state
- Electronic borrowing (e-Books, e-Magazines, streaming video)
- Technology access (computers, loanable tablets, free Wi-Fi, wireless printing, EV charging)
- Free delivery of materials twice monthly to homebound residents
- Access to online learning services and subscription databases
- Meeting rooms for community groups and events

Timeline

1899 – Library incorporated.

1900 – One room library opened on Black Point Rd.

1934 – Town begins contributing annual funding.

1938 – First library expansion.

1951 – Second library expansion.

1978 – First professional library director, Nancy Crowell, is hired.

1990 – New library building on municipal campus opens.

2023 – New library director, Chip Schrader, begins his tenure.

Scarborough Public Library

STRATEGIC PLAN 2024-2029

GOAL 1:

Sustain the Library Infrastructure to Meet the Needs of the Scarborough Community.

OBJECTIVES:

- 1) Redesign and create inviting and accessible spaces.
- 2) Develop and implement a short- and long-term plan to address priority space needs.
- 3) Invest in innovative technology to improve library infrastructure and services.
- 4) Grow the collection to fully serve all populations within the community.
- 5) Streamline and document processes for all library functions and operations.
- 6) Develop a comprehensive approach to improve staff retention and training.

GOAL 2:

Serve the Intellectual and Creative Needs of the Scarborough Community.

OBJECTIVES:

- 1) Expand opportunities to use technology in all its aspects.
- 2) Provide services and programs that foster curiosity, learning, critical thinking, and creativity.
- 3) Partner with business, professional, and cultural organizations to provide information, programs, and services.
- 4) Create programming to foster understanding among generations and between people with different perspectives.
- 5) Promote all types of literacy.





GOAL 3:

Communicate the Library's Value to the Scarborough Community

OBJECTIVES:

- 1) Collect and use key metrics to communicate the value of the library to the Scarborough community.
- 2) Develop and promote a consistent narrative for all library champions to communicate the library's value and needs.
- 3) Build robust fundraising vehicles, beyond the annual fund, to support future building expansion.
- 4) Develop a marketing master plan to increase awareness and usage of the library's collection, services, and programs.
- 5) Build relationships with local organizations that complement the library's mission.

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ACKNOWLEDGEMENTS

The Board of Trustees wants to thank all those who contributed to the creation of this plan including the library staff and focus group participants and NL Partners.



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