

## **Goodnow Library Foundation Strategic Priorities 2021-2022**

**The impact of the pandemic across our society has been ‘one for the books.’ In early 2020, library needs shifted suddenly from in-library services and programs to a full range of online resources. Some of these needs remain in place as uncertainty about community safety continues. Many of these changes may, in fact, endure as we learn how our community is adjusting to a ‘new way to work and learn,’ which evolved during the pandemic.**

**Over the next year, the Goodnow Library Foundation (GLF) will continue to work with library staff, the Trustees and our community to plan goals and objectives for the Foundation that will be implemented beginning in 2022.**

**The following short-term goals are an extension of our previous Strategic Priorities and will ensure support for the Library during the next year. In this way, the Foundation will continue to serve the Sudbury community while it prepares to launch a new strategic plan.**

- **Building on the work of the past few years on communications and outreach, the Foundation will work with the Library Director to:**
  - Utilize surveys, focus groups, and other data gathering methods that identify target audiences, marketing opportunities, and social media strategies to identify the needs of library patrons and widely share news of the Foundation’s work.
  - Use the information gathered to identify goals for the next three-year Strategic Plan
- **The Foundation will continue to host and support events and activities that bring value to the community, including:**
  - Social and educational events that engage the community with the Foundation and its work, including the Annual Gala and the Be Bold Speaker Series.

- A Celebration of the completion of the renovation and furnishing of the Historical Room.
- Additional programs and activities, including the virtual and in-person Book Nook and other projects that support the Goodnow Library and fit within the Foundation's time and funding capacity.
- **The Foundation will seek input and participation from the entirety of the community we serve by:**
  - Reaching out to diverse populations through our newsletter, "News from the GLF" and other communications, encouraging feedback and suggestions.
  - Identifying and engaging Foundation participants and volunteers from the full range of these populations.
- **The Foundation will evaluate and improve fundraising activities that support our community by:**
  - Working to increase its annual fund proceeds and Leadership Circle membership.
  - Exploring the capacity for an endowment fund campaign to provide ongoing investment in our library well into the future.

**The Goodnow Library is recognized as an innovative and proactive organization in the Commonwealth's library community. Through the above goals the Foundation will continue to support this distinction, with the understanding that this year may bring unknown challenges to our efforts.**