

# Newfield Public Library Strategic Plan: November 2021 – 2025

## Summary

The trustees and library director have developed this long range plan as a guide for the next 5 years. Previous plans have guided the library through a building project, transitioning to new facilities, and implementing new technology.

This strategic plan will build on the most applicable parts of earlier plans and offer guidance to help Newfield Public Library meet new challenges in the next 5 years. The plan is ambitious, but realistic. Eight goals have been identified to meet known challenges and methods to achieve each goal are included.

The library director will provide updates to trustees regularly as part of the Director's Report.

## Mission Statement

Current: The Newfield Public Library will provide a comprehensive collection of materials and services to meet the informational and recreational needs of a growing, changing community.

Proposed: The Newfield Public Library will provide a comprehensive collection of materials, services, and programs to meet the informational and enrichment needs of a growing, changing community.

## Vision Statement

The Newfield Public Library will:

1. Provide special programs for all ages, giving community members the opportunity to embrace the joy of reading and learning, be entertained, and connect with others.
2. Provide the community with a collection of current, interesting and useful materials.
3. Provide access to electronic resources and technology support to the community.
4. Maintain and enhance relationships with the Newfield community, understand current needs, and increase community awareness of library services
5. Be a great place to work and operate efficiently with written policies and procedures.
6. Develop and maintain a solid core of volunteers.
7. Maintain the library building and property to be a warm, safe, and friendly place for flexible use as public meeting space, reading areas, and programs.
8. Remain in good financial health.

## Goals and Objectives

1. **Goal #1: The Newfield Public Library will provide special programs for all ages, giving community members the opportunity to embrace the joy of reading and learning, be entertained, and connect with others.**
  - a. Objective: Provide regular programming for all ages:
    - i. Pre-Readers: Weekly Family Storytime will promote a love of reading.
    - ii. Elementary: At least one annual program to introduce the library and library services to early elementary children in addition to regular programming.
    - iii. Teens/Young Adults: An after-school program to provide enrichment activities for middle school age students.
    - iv. Adults/Seniors: Programs that promote a love of reading, art, history, technology, life skills, etc.
  - b. Objective: Provide a 6-week summer reading program for all ages, mainly focused on children.
    - i. The trustees and director will be responsible for implementing the annual summer reading program consistent with New York State guidelines.
  - c. Objective: Apply for grants and take advantage of local resources to help the library deliver programs and services.
    - i. The trustees and director will continue to look for low-cost ways to provide programming of interest. Examples include the United Way/Newfield Community Council grants, FLLS early literacy grants, and free programming from partners like Cornell Cooperative Extension and the Sciencenter.
    - ii. The trustees and director will coordinate with the school and individual teachers to provide resources for research projects and activities. Relationships with specific teachers at different grade levels will be cultivated to encourage using NPL as an information source in the classroom and using school faculty to provide library programming.
  - d. Objective: Increase library usage by the young adult/teen population.
    - i. The trustees & director will make an effort to provide programming and/or services of interest to youth. Examples include teen book clubs, after school activities, and cooking.
    - ii. The trustees and director will recruit students to participate in an advisory group to help inform teen programming and collection development.
    - iii. The library will continue to employ students at the library and encourage more interactive, community oriented tasks in addition to traditional roles of shelving books, cleaning and helping with the summer reading program.
2. **Goal # 2: The Newfield Public Library will provide the community with a collection of current, interesting and useful materials.**
  - a. Objective: Review, maintain, and upgrade library holdings as funds and space permit on an annual basis and budget accordingly.
    - i. The library director will be guided by professional discretion when adding to library holdings as outlined in the policy handbook.

- ii. The library director will respond to all patron recommendations.
- iii. The library director will maintain and report circulation information on a monthly basis to the trustees.
- iv. The library director and trustees will be aware of the changing nature of collections, be flexible, and evolve with community wants and needs.
- v. The library director and trustees will seek community input on how well the library is meeting their needs at least every other year.

**3. Goal #3: The Library will provide access to electronic resources and technology support to the community.**

- a. Objective: Maintain the library's electronic resources and replace computers on a regularly scheduled basis.
  - i. The trustees and director will review the computer usage policy annually or as requested by the director.
- b. Objective: Provide access and information about all forms of electronic resources available from the library.
  - i. The trustees and director will communicate with our patrons about new program offerings, upcoming programs, and new holdings at the library.
- c. Objective: Provide programming, equipment, and support to meet patron needs.
  - i. The library director will stay current with technology concepts.
  - ii. Library staff will be properly trained on relevant technology.
  - iii. The library will seek grant funding annually to continue loaning mobile hotspots.

**4. Goal #4: Newfield Public Library will maintain and enhance relationships with the Newfield community, understand current needs, and increase community awareness of library services.**

- a. Objective: Build strong relationships with community organizations and members.
  - i. Library staff will provide information about library programs and services to the school for their monthly newsletter.
  - ii. Library director will communicate with school administration regularly.
  - iii. The trustees and director will attend school sponsored programs to promote the library and its services.
  - iv. Trustees and library director will work with the Newfield Historical Society to make historical information available to the public and collaborate to deliver joint programs.
  - v. Library staff will attend Newfield Food Pantry and distribute information.
  - vi. The trustees and director will get to know the needs of the Enfield community.
- b. Objective: Serve as a main point of contact for community events and help promote approved events, i.e. Community Calendar.
  - i. The trustees and library director will organize and implement a project to centralize community event promotion by collaborating with the Town, School, and other organizations.
- c. Objective: Maximize promotion of library events.

- i. The trustees and director will ensure publications in which we publish articles are relevant and look at new publications and websites that can help inform the public about the library's services.
- ii. The director will review and maintain email distribution list and email a monthly newsletter, post on our website, and in the library.
- iii. The director or trustees will present information about the library to at least two different community organizations annually, e.g. Senior Citizens, Lions.
- iv. Library staff or trustees will promote the library and upcoming programs at local events, e.g. Mill Park Music, Old Home Days, etc.).
- v. Library staff will maintain an easy to use, informative website.
- vi. The trustees and director will assess the efficacy of the library's social media channels in promoting library events, operation hours, and other highlights.

**5. Goal #5: Regularly review and update the library's organizational structure and procedures.**

- a. Objective: Pursue re-chartering the library.
  - i. The trustees and director will continue to work with Finger Lakes Library System to explore the feasibility of re-chartering the library in a way consistent with the guidelines provided by the state of New York if in the best interest of the library.
- b. Objective: Seek ways to maintain the library as a good place to work.
  - i. The trustees and director will evaluate salaries on an annual basis.
  - ii. The library director will provide annual reviews for all employees.

**6. Goal #6: Develop and maintain a solid core of volunteers.**

- a. Objective: Create a volunteer task list.
  - i. The trustees and director will identify specific duties in which volunteers can assist and define volunteer functions in each activity.
- b. Objective: Develop a recruitment strategy for volunteers.
  - i. The trustees will post notices indicating the need for volunteers as specific events occur.
  - ii. The trustees will evaluate volunteer activities to determine effectiveness and make adjustments including additional recruitment if needed.
  - iii. The trustees and library director will consider ways to encourage inter-generational volunteer groups.
- c. Objective: Recognize library supporters and volunteers for their help.
  - i. The trustees and director will publicly recognize volunteers in the library and in the library newsletter.
  - ii. The trustees will coordinate an annual recognition event to thank the library supporters and volunteers for their help.
- d. Objective: Create a way of linking volunteers with opportunities.
  - i. The library director will evaluate options to establish a volunteer tracking tool to help connect organizations with volunteers.

- 7. Goal #7: Develop the library building and property to be a warm, safe, and friendly place for flexible use as public meeting space, reading areas, and programs.**
  - a. Objective: Continue to support the Newfield History and Activity Center project as an extension of the library.
    - i. The trustees and director will continually evaluate the value of having access to a full kitchen.
  - b. Objective: Identify expansion needs and explore options.
    - i. The trustees and director will continually evaluate the library indoor and outdoor space and how it is used. A working list of needs and estimated cost will be developed collaboratively.
    - ii. The trustees and director will perform periodic self-assessment for efficient and desirable building space use.
  - c. Objective: Review and update short range and long range schedules for the regular maintenance of the library property which includes all office equipment.
    - iii. Each month the director will address any immediate or short range maintenance needs and take appropriate action.
    - iv. The trustees will review at least bi-annually the long range needs concerning maintenance recommendations.
  
- 8. Goal #8: Secure sufficient public and private funding for the operation, maintenance, and long-term financial sustainability of the library, in order to provide appropriate service to the community.**
  - a. Objective: The trustees will explore taxing and governmental options (public funds) for secure and stable funding.
    - i. The trustees will use a proposition on the school ballot to increase the library taxes raised in order to provide a portion of the library's annual operating costs. Successful campaigns for school ballot are those that ask for small increases regularly (2-3% annually).
    - ii. Appropriate public relations will be provided to educate the community about the library's needs including an annual Report to the Community.
    - iii. The trustees and director will monitor community sentiment and encourage support of this revenue stream.
  - b. Objective: Seek increased funding as needed from the Town of Newfield.
    - i. The trustees and director will educate town officials about the significant role the library plays in the community.
    - ii. The trustees & director will inform town officials about the library's funding stream and how it affects the library.
  - c. Objective: Continue to work with other Tompkins County libraries to advocate for county funding.
    - i. The library will work with other libraries to educate county officials about the importance of all libraries to the residents of the county.
    - ii. The library director and appropriate trustees and staff will attend meetings and communicate with other libraries in the county to keep abreast of current developments.

- d. Objective: Explore options other than public funding for special projects at the library.
  - i. The trustees and director will encourage honorary and memorial gifts, donations and bequests from the community on an annual basis.
  - ii. The trustees and director will distribute information to facilitate gift giving.
  - iii. The trustees and director will expand their efforts to receive funding from local charitable funds/foundations such as the Community Foundation, and Friends of the Library for special projects.
  - iv. The trustees and director will investigate other sources such as fund raising campaigns (bake and book sales, letter writing campaign to Newfield residents) and investments as ways to add additional dollars to the library budget.
- e. Objective: Analyze the library's existing financial position, diversify and allocate the library's investment portfolio as necessary, and apply any pursuant changes as updates to the library's investment policy.
  - i. The trustees and director will seek an individual(s) with expertise in nonprofit investment holdings to review the library's long-term financial position.
  - ii. The trustees and director will evaluate options to diversify and allocate the library's investments portfolio.
  - iii. The trustees and director will apply any pursuant changes as updates to the library's investment policy and implement a timeline for regular investment policy review.

Approved by Board of Trustees on at regular meeting on September 21, 2021