

# Town of Chester Public Library Long Range Plan

January 1, 2021 – December 31, 2025

**Mission:** The Town Of Chester Public Library will assemble, provide and preserve multi-media materials, technologies and programs that meet the day-to-day educational, informational, cultural, professional, recreational and social interests and needs of the community, in compliance with local, state and federal laws.

**Vision:** The Town Of Chester Public Library will serve as a hub in the community, enriching the lives of all of the Town of Chester's citizens.

## GOALS

**Goal #1: To develop the Library as an information, education and arts hub in the community.**

*This goal situates the library as an arts and education center of the community. As such, it will participate in planning and hosting community events to provide arts related experiences and traditional and non-traditional education experiences for its patrons and staff.*

*The Library Development Committee will focus on this goal and its objectives and provide a status report to the board at least twice a year.*

Objective #1: Assess how the library is currently being used, including the effectiveness of its programs, services, collections and data infrastructure, along with ease of access to informational resources, programs and services to meet the needs and interests of the community.

*Library staff and Trustees (i.e. Library Development Committee) will use an array of activities and assessments to gather information, such as surveys or structured questionnaires, anecdotal patron feedback, observation, program attendance data, annual reports and library circulation records.*

Objective #2: Monitor the evolving educational and arts-related needs and interests of the community in order for the Library to assume an active and responsive role in addressing those changing needs.

*Library staff and Trustees (i.e. Library Development Committee) will use ongoing activities and assessments designed to investigate and capture the educational and arts-related needs and interests of the community such as the completion of focused surveys or questionnaires, patron feedback, informal observation, and library records.*

Objective #3: Collaborate with educational, cultural, and special interest community organizations to design and host forums, programs and special events that address the educational and arts-related needs and interests of the community.

Objective #4: Develop and implement a technology plan which includes: a) Monitor and update equipment, technology and internet connectivity to address community needs including a circulation system that facilitates access to the local library collection and other library catalogs, b) expand outreach to patrons through varied social media platforms, c) offer annual technology training for library staff and Trustees.

## **Goal #2: To promote the Library and its services.**

*This goal ensures that the Library actively promotes its ongoing, innovative programming and services, and ensures that the community is aware of and has easy access to information about the library, its governance and all of its services.*

*The Publicity/Promotion Committee will focus on this goal and its objectives and provide a status report to the board at least twice a year.*

Objective #1: Ensure that current information about the Library, its governance and its services is available to the public in both print and online formats. Develop a multi-pronged, synchronized approach to publicity, including online, social media and print media.

Objective #2: Align programming and publicity with the things that draw people to our area, to local events that bring an influx of people to our community, and to special interests of residents.

## **Goal #3: To regularly evaluate and improve the Library facility.**

*This goal recognizes that the facility is key to effective delivery of services, and ensures that the facility is continually updated and responsive to the needs of the community.*

*The Facility Committee will focus on this goal and its objectives and provide a status report to the board at least twice a year.*

Objective #1: Assess each area of the library to ensure that it is welcoming, easily accessible, comfortable, attractive, clean, safe, and useful.

Objective #2: Assess whether the layout of the library serves patrons' evolving and various needs with clearly defined areas, access to multi-media holdings, access to technology, adequate space, lighting, shelving, seating, power and data infrastructure, and a public restroom

Objective #3: Identify ways in which the entrance to the Library can be improved, e.g. appearance, ease of access.

Objective #4: Identify ways in which the gallery area can be improved, e.g. lighting and systems for hanging and display.

## **Goal #4: To promote and increase the financial stewardship of the Library.**

*This goal maintains a focus on the current financial health of the Library, attention and outreach to donors, and investments which promise a healthy fiscal future.*

*The Financial Stewardship Committee will focus on this goal and its objectives and provide a status report to the board at least twice a year.*

Objective #1: Develop a yearly financial plan which includes the annual budget and periodic replacement of computers, equipment and furnishings.

Objective #2: Maintain the Endowment Fund, and continue annual fundraising for the fund with special events and/or letter campaign.

Objective #3: Maintain an updated a list of active and potential donors, implement new ways to recognize and thank donors, and offer donors additional ways to provide financial support to the library, e.g. wills, charitable planned giving, etc.

Objective #4: Seek and secure grants for special projects.

**Goal #5: To ensure that the Library maintains its charter and continues to meet all current local, state and federal guidelines and requirements.**

*This goal ensures that we are in compliance with all relevant regulations, that the Library is vigilant in implementing the goals of the Long Range Plan, and that we are in compliance with all NY State minimum standards.*

*The Governance Committee will focus on this goal and its objectives and provide a status report to the board at least twice a year.*

Objective #1: Maintain required documents and provide public access to these documents in print and online:

- a. Written bylaws
- b. Long Range plan
- c. Annual Report
- d. Written policies
- e. Annual Budget

Objective #2: Implement required procedures:

- a. Employ a paid library director
- b. Library is open according to set scheduled hours
- c. Meet requirements set forth in New York State's Public Library Minimum Standards

Approved December 2, 2020