

THE PINE PLAINS FREE LIBRARY STRATEGIC PLAN 2023-2027

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MISSION, VISION, VALUES

Mission: The mission of the Pine Plains Free Library is to provide resources, programs, and services that facilitate life-long learning, community engagement, and public awareness of local information.

Vision: The Pine Plains Free Library will be a facilitator of learning, the recognized source of community information, the place to gather and discuss, and a promoter of reading for all ages.

Core Values:

- Life-long learning for our community members;
- Open Communication of ideas, knowledge and information;
- Resident Engagement through our facilities, programs and services;
- Service Accessibility to information in all formats: print, electronic, audio and video to all members of our community;
- Library as a Community Center adopting the new role of libraries in America;

INTRODUCTION

The Pine Plains Library was founded in 1798 as a membership organization with a \$2.50 membership fee. In 1874 the status of the library changed to a tax supported public library. The original charter was granted in 1895 followed by a provisional charter in 1950 and an absolute charter in 1960. The provisional charter paved the way for the library to change from an association library, with its budget approved by its members, to the municipal library that it is today, with its budget approved by the town board.

ABOUT THIS REPORT & THE STRATEGIC PLANNING PROCESS

This strategic plan has been developed by the Board of the Pine Plains Free Library in order to develop a five-year plan and to provide a disciplined approach to updating and refocusing our services in light of our community's needs and the changing role of libraries. A community survey was conducted in September of 2021 in order to gain public feedback to better establish goals and objectives. The key results of this survey that impacted this strategic plan has been published in Appendix A. This process could not have been done without the community's involvement and the Board of Trustees would like to thank those community members for their participation.

This report looks at several aspects of the role the library serves in the community and addresses an update to the mission, vision and values of the Library that have come out of the strategic planning process. This report also lays out the goals and objectives for long range planning over the next five years. At the end of the report you will find success metrics that define ways the library and our constituents may assess our achievement of this strategic plan.

The strategic planning process began in September 2021 and the plan was submitted to the Board and approved in September of 2022. Over 150 people participated in some way in the planning process which included community survey, facility survey, demographic analysis, and comparisons of the Pine Plains Free Library to other local libraries and small community libraries nationally.

GOALS AND OBJECTIVES

GOAL 1: FULFILL COMMUNITY NEEDS

Library services will be accessible and responsive to the needs of the community.

OBJECTIVE 1: DIVERSE COLLECTIONS

Provide a quality collection of materials in current and emerging formats that reflect borrowing trends, interests, changing habits, and the use patterns of the community.

Activities:

- Continue use of Mid-Hudson Library Association inter-library loan system;
- Provide a broad range of fiction and non-fiction at all reading levels;
- Investigate feasibility of new integrating emerging technologies into library services;
- Continue to expand digital materials through Overdrive, Libby, Hoopla, and Kanopy and in any other emerging formats for broad digital access;
- Utilize web and social networking tools and emerging on-line resources.

OBJECTIVE 2: DIVERSE LOCAL PROGRAMMING

A variety of programs will be offered, in a variety of formats, that respond to needs and expressed interests of residents, and engages resident volunteers who may want to share their interests or expertise

Activities:

- Focus programming on major community interests, especially:
 - Children and Youth Programs;
 - Health and Wellness;
 - Author Visits, Book Talks, and Discussion;
 - Music, Art, Theater;
 - Local History;
- Develop programs and activities that engage local experts and expertise;
- Develop a standard method to give and get local information.

OBJECTIVE 3: EXPAND LIBRARY RESOURCES AND SERVICES

To better provide for the community in an ever-changing world, the library should be continuously updated and expanding resources that users can access in diverse ways.

Activities:

- Explore the cost of and funding for additional hours for the library to be open;

- Explore the cost of and funding for additional staff members to expand productivity, programs, and meet demand;
- Provide library staff presence at community events to distribute information about library events and resources, and to allow residents to complete library card registrations;
- Develop procedures for students to obtain library cards through schools;
- Explore more ways that library users can access resources from home and when the library is closed;
- Further expand electronic databases, access to technology, and technical services.

GOAL 2: A VALUED COMMUNITY CENTER

The library will be reimagined to respond to emerging trends in community libraries and to the specific needs of the Pine Plains community

OBJECTIVE 1: ESTABLISH A PUBLIC RELATIONS CAMPAIGN

The Library will develop a comprehensive public relations campaign to increase visibility and raise the public's awareness of the many services and opportunities available.

Activities:

- Develop, implement, and update a complete marketing plan to inform, support, engage, and excite the community;
- Issue timely press releases of library activities, special events, and programs;
- Maintain display cycles to market new and featured materials.

OBJECTIVE 2: ENGAGE IN LOCAL COLLABORATIONS

Identify, initiate, and foster collaborative ventures that maximize the use and distribution of library and community resources.

Activities:

- Identify partnerships and collaborate on cross-marketing opportunities;
- Ensure that the Library is represented in community events and activities as a local organization;
- Prepare Library Information brochures, for all new residents, available at the Town Clerk's office with Library card applications.

GOAL 3: SUSTAINABILITY

The structure, support, and operations of the library will be strategically developed and regularly assessed to ensure the library's long-term ability to sustain and remain operational.

OBJECTIVE 1: OPTIMALLY STRUCTURE THE ORGANIZATION

Evaluate and maintain workflow, staffing, and budget allocation to maximize customer satisfaction with resources and services.

Activities:

- Assess current budget and identify gaps in resources;
- Require Library Director submit annual work plan aligned to strategic plan;
- Set library priorities for FRIENDS of the Pine Plains library and establish an annual plan with FRIENDS to meet those priorities;
- Provide in-person or webinar training to each staff member, volunteer, and Board of Trustee member at least once per year;
- Recruit volunteers and use their time effectively;
- Hold an annual staff and volunteer meeting with a Board of Trustee representative;
- Maintain a monthly benchmark system to assess Library performance against goals and objectives.

OBJECTIVE 2: ENSURE LIBRARY FACILITY FACILITATES LONG TERM SUSTAINABILITY

The Library will be an inviting and safe part of the community.

Activities:

- Build out a quiet area in undeveloped space;
- Evaluate the facility, its systems, and procedures to increase safety and enhance efficiency;
- Maintain emergency readiness status of all staff through appropriate training;
- Regularly review all policies and procedures;
- Work with the Town on disaster plan to assure the library is prepared;
- Work with the Town to ensure that the Library building is available and equipped to serve as a shelter in the event of an emergency;
- Maintain a clean environment with welcoming and inviting entrances.

OBJECTIVE 3: INCREASE FUNDING

Explore creative ways to ensure fiscal sustainability of library services.

Activities:

- Explore and establish a more sustainable form of funding;
- Create a financial development plan to maintain increasing operational costs;
- Identify and pursue supplemental non-municipal funding sources;
- Explore more creative fundraising opportunities;
- Explore the possibility of a professional grant writer.

SUCCESS METRICS

The following are general metrics that define ways the library and our constituents may assess our achievement of this strategic plan as a whole.

COMMUNITY SATISFACTION

- Annual surveys to administer to the population for qualitative and quantitative feedback.
- Surveys to provide feedback for programs and events.
- Satisfaction surveys of library volunteers.

CUSTOMER USE METRICS

- Number of library cards distributed within the last year;
- Collection usage and circulation rates;
- Frequency of computer use;
- Number of people utilizing the library space;
- Program attendance;
- Library website visits and social media engagement frequencies.
- Number of new partnerships with local arts, business, and educational organizations each year of the plan.

Appendix A: Community Survey Conducted September 2022

During the month of September of 2021, the Pine Plains Free Library Staff and Board of Trustees worked together to transmit a community survey to the population of Pine Plains in order to better understand what their needs of the Library looked like. There was a total of 43 participants, and the key results that impacted this strategic plan are outlined below.



