

**Wallkill Public Library
Strategic Plan
2016-2021**

MISSION

The Wallkill Public Library provides access to the highest quality materials, services and programs as a source of information, education, entertainment, and cultural enrichment. The library enables people to expand their knowledge, encourages personal growth, and enhances the quality of life in our community. (Adopted 11/06/06)

VISION

We envision the library as a sanctuary - a thinking and gathering space for unrestricted access to information, programs, state-of-the-art-technology and resources. The library is a vibrant and active community and cultural center in the hamlet of Wallkill that celebrates literacy and lifelong learning through dynamic programming, services, and collections. We offer enjoyable opportunities for patrons of all ages to gather, connect, and grow.

VALUES

The library serves the Wallkill community and each of its members according to their needs and interests.

The library provides equal and unrestricted access to all members of our community. We are responsive, confidential, and non-judgmental in recognizing the diversity of the community we serve.

The library provides a safe and modern facility that offers a welcoming environment for all.

The library respects the privacy and confidentiality of its patrons.

The library recognizes the need to provide all patrons with personable and excellent customer service.

The library strives to continually assess and to stay current with the growing and changing requirements of our community and to respond progressively to its intellectual, social, artistic, and cultural needs. We respond with innovative approaches supported by current technology.

The library provides its staff with the training and opportunities for professional development necessary to keep services both relevant and excellent.

The library is governed by sound financial management and oversight.

STRATEGIC ISSUES

I. Innovative, Customer-Focused Services – Collections, Programming, Technology.

To fulfill our mission, the Wallkill Public Library must be able to provide services that are innovative, compelling, convenient, and easy to use. In planning for the future, we need to explore ways we can operate more efficiently and effectively in order to provide more customer-focused services.

II. A Hive for Intellectual and Cultural Activities- New partnerships, New programming.

Our library provides learners of all ages with the guidance and opportunities to expand their knowledge and encourage personal growth. The library recognizes that its staff, collections and programs – and the building that houses them all – are unique community assets that together enhance the impact of other town institutions, schools and businesses serving the community.

III. A Building that Accommodates Every User

Our library may not be spacious, but with industry trends placing such a heavy emphasis on outreach, it does not necessarily need to be. The Town Hall community room provides quality supplemental space ideal for many types of different programming. What the library currently lacks is adequate access for those with mobility issues. Innovative solutions to this issue will be the focus of the coming years. At the same time, community input will always be welcomed so that an adequate determination can be made regarding the future of the library building.

IV. Expanded Community Awareness – Outreach.

Awareness of the library's basic services is relatively strong. However, knowledge of its new, broad range of offerings should be expanded. To convey its many benefits, the library needs a program of continuous and varied communication to both users and non-users in the community.

V. Strong and Effective Library Advocates – Public supporters.

The library must enlist members of the community who can effectively advocate for wide public support of the library's vision and mission.

VI. Investment in Staff – Skill Development and Training.

To meet its commitment to provide excellent service expected by the community, the library must provide the staff with ongoing technical training and customer-focused skills development.

VII. Stable Financial Support – Additional Sources of Public and Private Funding.

The library currently depends upon financial support from taxes as well as from fines, fundraisers, grants and private donations to deliver its services. The library should secure additional sources of public and private funding to ensure its financial stability.

STRATEGIC ISSUES AND GOALS

Strategic Issue: Innovative, Customer-Focused Services – Collections, Programming, Technology.

Goal 1: Provide library services, programs and public space that meet the changing and growing needs and interests of our community. Using state-of-the-art technology, empower library staff to provide improved and personalized services.

Strategies:

1. Use new technologies to add value to all library services.
2. Implement more customer-focused services.
3. Utilize new collection development techniques to reach a broader audience.
4. Increase library use by pre-teens and teens.
5. Increase use by adult groups that are currently underutilizing the library.
6. Increase use of library materials by reorganizing the collection and creating more effective displays and innovative marketing techniques.
7. Reorganize the library's existing space to create new opportunities for library use.

Strategic Issue: A Hive for Intellectual and Cultural Activities – New Partnerships, New Programming.

Goal 2: Establish the library as a favorite destination – the community center – for people to gather for social interaction, to share creative ideas and current events, and to form new partnerships to strengthen our community. To serve as an example of creativity, collaboration and community building.

Strategies:

1. To develop partnerships with the artistic, cultural, service and business communities to stimulate collaborative thinking and implement innovative new ideas to revitalize Wallkill.
2. To offer new programs to attract children, teens and adults who may not currently use the library.
3. To expand our influence and maximize our resources by partnering with local organizations to develop programming, collections and cultural opportunities for the hamlet.
4. To continue to develop and enhance the connection and collaborations with area schools.

Strategic Issue: A Building that Accommodates Every User

Goal 3: Utilize the library's current space as effectively as possible while exploring ways to provide better access for all.

Strategies:

1. Reorganize the main floor to create a more accommodating environment.
2. Explore a means by which those with mobility issues can gain access to the children's area downstairs.
3. Regularly gauge the community to determine what best meets their needs in terms of the library building itself.
4. Continue to take advantage of the Town Hall community room for larger programming needs.

Strategic Issue: Expanded Community Awareness – Outreach.

Goal 4: Provide ways for all segments of the community to become more aware of the library's resources and how to use them.

Strategies:

1. Create specific opportunities for residents to learn more about the transformation of the library.
2. Increase awareness of, and interest in, what we have to offer through targeted, enhanced, communication and marketing strategies.
3. Strengthen mutually beneficial partnerships with community organizations, businesses, schools and the Town of Shawangunk.
4. Perform outreach in the way of programs and activities to demographic groups who may not be able to visit the library on their own (students, senior citizens).

Strategic Issue: Strong and Effective Library Advocates – Public Supporters.

Goal 5: Foster a strong and effective group of Library advocates who can guide the growth and development of the Wallkill Public Library.

Strategies:

1. Invest in the skills and training of the Board of Trustees for leadership roles.
2. Develop additional stakeholder groups to advocate for the library – Friends, parents, past board trustees, local legislators, donors, school and town officials.

Strategic Issue: Investment in Staff – Skill Development and Training.

Goal 6: Develop and maintain a library staff with diverse, excellent skills supported by an administration that can deliver relevant and innovative library services and programs.

Strategies:

1. Expand staff development and training with an emphasis on customer service and technological skill development.
2. Provide tools and resources to help staff do their jobs more effectively.

Strategic Issue: Stable Financial Support – Additional Sources of Public and Private Funding.

Goal 7: Develop a wider base of stable financial sources of support for the library.

Strategies:

1. Pursue grants to help support collection and program development.
2. Continue to cultivate the collections of the Friends' Used Book Shop, the primary funding source of the library's Friends' group.
3. Support the establishment of a strong Friends' group whose members embrace the welcoming and collaborative vision of the library.

Prepared by:
Lisa Palmer
Library Manager
September, 2016

Approved by the Wallkill Public Library Board of Trustees, 11/7/16