

NORTH CHATHAM FREE LIBRARY

**LONG-RANGE PLAN
2017-2022**

**Presented to the
North Chatham Free Library Board of Trustees
Annual Meeting February 9th, 2017**

HISTORY OF THE LIBRARY

The North Chatham Free Library dates back to 1886 when a local resident, Bessie Peck, was instrumental in the formation of a Chautauqua Society.

MISSION STATEMENT

The North Chatham Free Library serves to enrich the quality of life for a diverse and growing community of all ages. Our library is dedicated to encouraging a love of learning and an appreciation of libraries.

The library does this by providing resources, services, and programs, which enhance literacy, education, and life skills, as well as promoting arts and culture. The Library's programs are provided free or for a nominal cost to patrons.

LONG-RANGE PLAN DEVELOPMENT PROCESS

The library undertook development of a long-range plan in 2014, appointing a committee including Library Director Vicki Kurashige, Assistant to the Director Victoria Wills, and the following members of the Board of Trustees:

Rick Werwaiss, President
Dorothy Cummings, Vice President
Kim Grethen
Julie Kabat
Lucinda Buckley
The late Christine Stephenson

The Mid-Hudson Library System, of which the NCFL is a member, provided guidelines and consultation as needed. Rebekkah Aldrich was consistently accessible and supportive.

The initial phase involved gathering information related to the community's experience of NCFL – asking what people liked about our library, didn't like, wanted to see in the future etc. We reached out in two ways:

1. **A SURVEY (attached) was dispensed through bulk mailing, the library email and website, availability at the library front desk, 4 local post offices and a local non-library community event. Overall 207 surveys were returned.**
2. **FOCUS GROUPS- Nine small group meetings were held, which included members of the community involved in a variety of organizations; parents; teens; long-time residents; members of the North Chatham Fire Company; NCFL staff and volunteers; local school personnel at Ichabod Crane and New Lebanon. In all, 57 people attended these focus groups.**

Using information gleaned from the surveys and focus groups, the next steps in creating the long-range plan were:

1. **DEVELOPING GOALS AND OBJECTIVES – The committee decided upon seven Goals and Objectives**
2. **SEEKING BOARD INPUT- A meeting was held with the entire Board with the purpose of sharing the Goals and Objectives and asking for ideas and suggestions to identify the Tasks necessary to carry them out.**
3. **FINAL REVIEW -- The committee finalized the list of Goals, Objectives, and Tasks, and presented to the Board for approval.**
4. **WITH BOARD APPROVAL -- the long-range plan was adopted at the Annual Meeting of the Board on February 9, 2017.**

GOAL I.

NORTH CHATHAM FREE LIBRARY WILL PROVIDE POPULAR AND ENGAGING PROGRAMS TO SUPPORT LEARNING BY MEMBERS OF THE COMMUNITY

OBJECTIVES:

A. Deliver programs for all ages that speak to diversity in culture, learning, and skill development

B. Explore opportunities to work with other organizations to develop programming

TASKS:

1. The Board should develop a 3-year plan to diversify and expand programming.

a. Areas for consideration include:

- Programs for young children**
- Programs for teens, including hands-on**
- history programs**
- hands-on programs (nuts and bolts, how to...)**
- more governmental programs (such as DEC, Dept. of Health, Cornell Cooperative Extension, etc.)**
- skill-enhancing programs (such as electronics, finance, auto repair, cooking, etc.)**

2. The Board should find funding sources for the above.

GOAL II.

NORTH CHATHAM FREE LIBRARY WILL ENSURE THAT ITS PHYSICAL PLANT AND FACILITY ARE DEVELOPED AND MAINTAINED TO THE HIGHEST LEVEL

OBJECTIVES:

A) Develop a plan to ensure comfortable and adequate space on both levels for all patrons (including easy access, determining if an additional bathroom is needed or office for the library director, dedicated areas for reading and technology, etc.)

TASKS

1. The Board should form a Space Committee to assess space needs of the library and make recommendations.

a. The committee's charge should include making all areas handicapped accessible.

b. The Space Committee should consider the attached Addendum. *

B) The Board should develop a Capital Plan in order to address the long-term maintenance and physical needs of the library.

GOAL III.

NORTH CHATHAM FREE LIBRARY WILL ENSURE THAT ITS PERSONNEL ARE FULLY ENABLED TO FUNCTION AT THE HIGHEST LEVEL.

OBJECTIVE:

Ensure that Board, Staff, and Volunteers are provided training, guidance, and support

TASKS

1. The Board should develop an annual training and support plan for all board and staff members and volunteers.

2. The Board should consider the following:

a. Training for Board Members - Board responsibilities, Fiduciary responsibilities

Goal III (continued)

- b. Taking advantage of MHLS training
- c. Developing a manual and meeting for new board members to explain Board and Committee structure and explain library staff involvement.
- d. Volunteer recruitment and retention
- e. Annual training and socializing for staff and volunteers, including internal and external options (such as , in-house review, MHLS classes, etc.)
- f. Annual training and socializing for every committee

GOAL IV.

ENHANCE THE POSITION OF NORTH CHATHAM FREE LIBRARY AS A CENTER OF OUR ENTIRE COMMUNITY

OBJECTIVES:

- A. Continue to build on current social, cultural and fund-raising events

TASKS

- 1. The Board should consider:
 - a. Increasing collaborations with other community organizations, such as Fire Department, Malden Bridge Community Center, Powell House, senior citizen groups, health providers
 - b. Community Events, such as our annual picnic and holiday parties

We already offer the summer picnic and holiday party but as good-will programs, not fundraisers
 - c. Bike race or run (*fundraiser*)

Goal IV (continued)

B. Develop a comprehensive Marketing Plan for the Library, to be revised annually

TASKS:

- 1. The Board should create a Marketing Committee to develop and implement a marketing plan.**
- 2. In developing that plan, the committee should:**
 - a. Consult with staff to understand what is already being done.**
 - b. Consult with experts for leadership, perhaps a retired person with marketing expertise, or use an intern from Siena College.**
 - c. Use Social Media and traditional outreach methods**
 - d. Consider whether and how to pursue joint marketing efforts with other community organizations**
 - e. Decide where to advertise (such as the Crandell, Lord's Acre Auction, churches, synagogue, and Tendai Buddhist temple)**
 - f. Review library membership and registration campaign**
 - g. Collect and Manage Data**
 - 1) Develop and maintain a comprehensive marketing list of users**
 - i. Program attendees**
 - ii. Local taxpayers**
 - iii. Registered Voters**
 - 2) Identify most productive methods of contact**
 - i. Collect and evaluate marketing plans used by others**
 - ii. Identify target audiences (Create categories for data spreadsheet.)**

Goal IV (continued)

C. The Library should build on its history of giving volunteers a venue to give back to the Community and to share their passions and expertise with the Community. The Board will take steps to ensure that Volunteers - front desk, programs, committees, building & grounds, and events - are valued and meaningfully engaged by the Library.

TASKS

- 1. Staff and Executive Committee will compile a master-list of all volunteers. Staff will keep the list current.**
- 2. The Board will develop recognitions for volunteers such as an annual picnic or other social gathering for all volunteers, an annual award to the most active volunteer, parking spot for the volunteer of the month, etc.**
- 3. The annual marketing plan should include a call for volunteers as a regular component of our community outreach.**

GOAL V.

NORTH CHATHAM FREE LIBRARY WILL MAINTAIN A CURRENT AND ENGAGING COLLECTION

OBJECTIVES:

A. The Library will be a “window to learning” for preschoolers and early readers by maintaining materials that develop an interest in the world around them and in reading.

TASKS

- 1. The Director will maintain a high standard of current literature for children, in order to promote early literacy and love of reading.**
- 2. The Director will evaluate resources toward adding a morning story hour during the week.**

B. The Library’s collection will include high-demand, high-interest materials in a variety of formats for all patrons.

TASKS

- 1. The Director will maintain a collection for adults that is both engaging and informative; choosing from best sellers, in-demand**

Goal V (continued)

books on the Mid-Hudson site, Kirkus Review, starred reviews in periodicals etc.

2. The Director/staff will consider ways to revise the Reference Section.
3. The Director will purchase DVDs, including popular items, some foreign films and documentaries.
4. The Director will ensure that the library stays current with electronic formats.

C. The Director will purchase new items yearly and weed outdated or unused items from the collection.

TASKS

1. The Director/staff will weed annually, especially those items in science, medicine and inventions, which have a shelf life of five years.
2. The Director/staff will stay informed about changes in Mid Hudson's policies as the vision of libraries moves forward.

GOAL VI.

NORTH CHATHAM FREE LIBRARY WILL HELP MEET THE TECHNOLOGY NEEDS OF MEMBERS OF THE COMMUNITY

OBJECTIVES:

A. North Chatham Free Library will maintain computing devices and software to allow patrons free access to current technology

TASKS

1. Update computer operating system to keep it current.
2. Provide free access to at least one widely used word processing program and several other programs (such as photo editing, search engines, data, as demanded).
3. Maintain a detailed inventory of all computer equipment on each computer and provide an annual budget with recommendations to the Finance Committee.

Goal VI (continued)

4. **Maintain all equipment in good condition for public use (such as, scanner, copier, fax, laptop, and projector).**

B. North Chatham Free Library will provide basic instruction on the use of computing devices, internet and software

TASKS

1. **Staff will offer individual instruction on computer use (such as on/off, mouse operation, accessing programs) and the rudimentary knowledge necessary to enjoy Library computers.**
2. **Staff will arrange space for study and interactive learning, such as webinars.**
3. **Staff will offer coaching on the use of Mid-Hudson services, such as downloading audio books, use of catalogue and accessing patron accounts.**
4. **Staff will evaluate the demand for basic technology courses and endeavor to offer such.**

C. North Chatham Free Library will support the Columbia County Broadband initiative

TASKS

1. **Staff will keep abreast of, and inform patrons about, the expanding services and the timetable.**
2. **Library will advocate on behalf of its patrons and the community for adequate access, reliable equipment at reasonable cost, and installation of high-speed Internet access for its patrons.**
3. **A representative of the Library will be involved in the Columbia County Broadband initiative.**

VII. NORTH CHATHAM FREE LIBRARY WILL BE ADEQUATELY FUNDED FOR ALL FACETS OF ITS OPERATIONS

OBJECTIVES

A. North Chatham Free Library will balance the annual operating budget through

TASKS

- 1. Board and staff will be disciplined in budgeting and spending**
- 2. Board will ensure raising sufficient philanthropic support for staffing, programming and space needs**
- 3. Board will take steps to maintain current and future 414 income, including Town Board presentations, Letters to the Editor at Town budget time, etc.**

B. North Chatham Free Library will create and deploy a capital budget to ensure ongoing maintenance and upkeep of the facilities. (See Goal II.)

TASKS

- 1. Building and Grounds Committee and Executive Committee will create a draft budget for full Board review and approve.**
- 2. Building and Grounds will work with the Finance Committee to implement any necessary changes to future annual operating budgets**

C. North Chatham Free Library will develop and implement a Capital Campaign Plan for any future space/facility additions and modifications indicated by the rest of the Strategic Plan. (See Goal II.)

TASKS

- 1. Fundraising Committee and Executive Committee will undertake a feasibility study once future space needs are better defined to understand the level of support in the Community and Government Agencies and to set the table for philanthropic requests and grant applications.**
- 2. Full Board will approve any Capital Campaign undertaking and endorse a plan to raise the necessary funds.**

*** ADDENDUM FOR SPACE COMMITTEE****1. Work up basic information**

- a) **Develop interior plan for Lower Level, such as community space, center for school age children and teens, workshop space, etc.**
- b) **Get North Chatham Free Library “footprint” – architectural rendering of dimensions, square footage, electrical and plumbing, interior**
- c) **Do investigative research to see other libraries**

2. Develop multiple design plans for review and budgeting purposes

- **Consult with Staff on needs**
- **Provide for a Librarian’s space with unobstructed view of first floor**
- **Consider layout such as technology center, comfy and quiet area for reading, more spacious children’s area**
- **Raise roof of existing building for second floor?**
- **Additional parking**
- **Move and/or attach small library**
- **All plans to be assessed with current plant needs in mind (roof, windows, etc.)**

3. Feasibility study

- a) **Town permits**
- b) **Handicapped accessibility to access lower level**
- c) **Exterior, such as parking and addition**
- d) **Budget – cost per project**