

# Schuylerville Public Library Strategic Plan 2020-2025

Adopted December 10, 2019  
Board of Trustees



## MISSION STATEMENT

The mission of The Schuylerville Public Library is to assemble, preserve and provide materials that will meet the educational, informational, and cultural interests and needs of the community served by the Library. The Library will be a source of knowledge, inspiration and community to all patrons who seek the services it provides.

# Table of contents

Acknowledgments

Executive Summary

The Planning Process

Service Goals

Goals and Objectives

    Goal 1: Serve All Ages & Abilities

    Goal 2: Encourage Economic Development

    Goal 3: Provide Arts Opportunities

    Goal 4: Focus on Sustainability

Next Steps

## Acknowledgments

The 2020-2025 Strategic Plan for the Schuylerville Public Library was created jointly by a committee of Library Trustees, Library staff, stakeholders, and community leaders. Community meetings were held to record the public's input and patrons were surveyed on their needs. A great deal of consideration was given in the delivery of this document. We are grateful to those who contributed to its formation and we look forward to successful implementation of this plan in the years to come.

Amy Carpenter  
President, Board of Trustees

## 2019-2020 Schuylerville Public Library Board of Trustees

Amy Carpenter  
Laura Dooley  
Courtney Sayward  
Dennis Kagel  
Kiersten DeLisle  
Katie Brunson  
Patricia Partello

## Planning Committee Members

Amy Carpenter  
Courtney Sayward  
Caitlin Johnson  
Morgan Gmelch  
Jennifer Edwards  
Barbara Lasher

## Schuylerville Public Library Staff

Caitlin Johnson  
Michelle Isopo  
Julia Martin  
Holly Wright  
Susan Meyer  
Kimberly Mark  
Shannon Neil  
Morgan Gmelch  
James Storms

## Advocates for the Schuylerville Public Library

Rebecca Goldup  
Amanda Medick  
Lori Shultz

## Executive Summary

The Schuylerville Public Library service district encompasses portions of seven towns and two villages and represents an area rich in historical heritage, agriculture, and strong community. The Library hopes to find ways to bridge the area's vibrant heritage with the innovations and developments of our modern community. Originally chartered in 1905 to serve the residents of the Village of Schuylerville, the Library has continuously grown and evolved to meet the needs of its patrons. In 2013, the Library re-chartered to serve as a School District Public Library, which increased the service population to nearly 10,000 residents. Since 2013, the Library staff and Boards of Trustees, along with the public, have made great improvements to the facilities, accessibility, budget, staffing, and services. The Library and staff members have been recognized with service awards and accolades for the important work done here. To ensure that this growth continues and the community thrives, the Library has developed this set of goals and objectives for the coming years.

## The Planning Process

At its May 2019 meeting, the Board of Trustees and Library Director, Caitlin Johnson met with Erica Freudenberger of the Southern Adirondack Library System to review the strategic planning process. The board elected to follow the Southern Adirondack Library System's Engaged Planning strategic planning process, incorporating tools developed for the American Library Association by the Harwood Institute for Public Innovation. The Board then formed a Strategic Planning Committee to identify community needs, select potential library service priorities to fulfill those needs, set goals based on the selected services, then craft objectives to measure progress toward meeting those goals.

In September and October of 2019, the Strategic Planning Committee met with members of the public and community leaders to discuss the current state of our community and to envision our future direction. Following those meetings, the Strategic Planning committee reviewed the goals identified and determined which goals were within the scope of the Library's mission and abilities. Obtainable objectives were identified for each of the major goals. Then measurable outcomes were determined for each objective to evaluate the success of the plan.

## Service Goals

***Serve All Ages & Abilities.*** The Library will serve patrons of all ages and will focus on reaching underserved populations of senior citizens and teens, continue providing quality early literacy resources, develop an organizational atmosphere that encourages diversity and inclusion, provide accessible spaces, and increase intergenerational opportunities.

***Encourage Economic Development.*** The Library will provide workshops and resources for small business owners and entrepreneurs, help meet the basic needs of the community, assist and provide resources for the economically disadvantaged, provide open forums and information on local issues, increase employment assistance services, increase partnerships within the community, and create a central source of information for local resources and services.

***Provide Arts Opportunities.*** Patrons will have opportunities at the Library to express creativity, experience artistic mediums including the performing arts, and enjoy multicultural art events and resources.

***Focus on Sustainability.*** The Library will continuously assess building needs, make environmentally-sound facility decisions, maintain a sustainable budget and staff, and increase communication with key community agencies.

## Goals and Objectives

### **Goal 1 – Serve All Ages & Abilities**

**Objective 1 – During the next 5 years, a target of 75% survey respondents will state that the Schuylerville Public Library is a good early literacy resource.**

**Objective 2 – During the five years of the plan, the Library Board and Director will work to provide opportunities for early, middle and adult literacy.**

**Objective 3 – A minimum of 75% of survey respondents will indicate that the Library is an accessible, welcoming and inclusive space.**

**Objective 4 – During the five years of the plan, the Library Board and Director will work to offer services, resources, and programs to senior citizens, teens, and intergenerational audiences.**

- Provide early, middle and adult literacy opportunities
- Reach underserved populations: senior citizens and teens
- Continue providing quality early literacy resources
- Develop an organizational atmosphere that encourages diversity and welcomes all
- Provide accessible spaces
- Increase intergenerational opportunities

### **Goal 2 – Encourage Economic Development**

**Objective 1 – By the end of 5 years, 50% of patrons answering a brief library survey will indicate that they are aware of the Library’s initiative to provide resources to small businesses and entrepreneurs.**

**Objective 2 – At least 75% of patrons will state that the Library helps meet the basic needs of the community and provide resources to the economically disadvantaged.**

**Objective 3 – By the end of 5 years, at least 75% of those surveyed will state that they feel the Library has strong and plentiful partnerships within the community and a sufficient amount of participation in local events and festivals.**

**Objective 4- The Library Board and Staff will work to create a central source of information on local human services and assistance organizations.**

- Increase partnerships in community with agencies focused on similar economic development goals, like local business, municipalities, chambers, and other organizations
- Provide workshops and resources for small business owners and entrepreneurs
- Help meet the basic needs of the community
- Assist and/or provide resources to economically disadvantaged
- Provide forums and information on local issues
- Increase employment assistance services
- Create a central source of information for local resources and services
- Encourage and participate in local events and festivals

### **Goal 3 – Provide Arts Opportunities**

**Objective 1 – A minimum of 75% of patrons surveyed will indicate that they are satisfied with the Library’s opportunities to experience the performing arts, multicultural arts, and express creativity.**

**Objective 2—A minimum of 50% of patrons surveyed will indicate that they are satisfied with the Library’s collection of materials on the subjects of creativity, arts, and multiculturalism**

- Encourage creativity with programming and collections
- Provide opportunities for all ages to create and experience art
- Increase performing arts programming
- Provide multicultural arts events and resources

### **Goal 4 – Focus on Sustainability**

**Objective 1 – During the 5 years of the plan, the Library will work to recruit community volunteers for the Library and elsewhere in the school district.**

**Objective 2 – A minimum of 75% of patrons surveyed will indicate that they are satisfied with the Library’s health programming and resources.**

**Objective 3 – The Library will continuously assess building needs, budget needs, and staffing levels.**

**Objective 4 – A minimum of 75% of patrons surveyed will indicate that they are satisfied with the Library’s efforts to maintain facilities that fulfill the needs of the community.**

- Continuously assess building needs
- Make environmentally-friendly business and building decisions
- Create a sustainable budget and encourage staff development
- Recruit community volunteers
- Assist the Schuylerville region in identifying a brand/identity
- Increase communication with key agencies like the School, Small Business Assoc, and Park
- Provide health-focused programs

### **Next Steps**

The Strategic Planning Committee set the service responses while considering the impact on the budget, including staffing. By adopting this Strategic Plan, the Board of Trustees is affirming the goals and objectives presented in this plan. The plan will be distributed to staff members, Board members, Advocates for the Schuylerville Library, Southern Adirondack Library System, and others, and will be made publicly available on the library’s webpage [www.schuylervillelibrary.sals.edu](http://www.schuylervillelibrary.sals.edu). Library staff and trustees will reallocate resources as necessary in order to ensure that the goals and objectives outlined in the plan are achieved. The plan will be continuously evaluated and edited as needed and will serve as a living document.