

## Voorheesville Public Library Strategic Plan 2021-2024

### Goal 1: Improve Physical Library Space

Objective: *Optimize/Maximize usage of current library space*

- Action Step: With oversight from the Facilities Committee and architect, develop long-term facilities plan, prioritizing areas to improve
- Action Step: Explore current layout, and create an optimized floor plan
- Action Step: Engage staff in regular communication and updates
- Action Step: Develop comprehensive building maintenance plan

Objective: *Explore options for library expansion*

- Action Step: Develop a phased approach to library expansion of current building using facilities plan
- Action Step: Explore and apply for construction grants on a regular cycle
- Action Step: Engage staff and patrons in regular communication and updates

### Goal 2: Improve Public Visibility in the Community

Objective: *Develop Inclusive Marketing Plan*

- Action Step: Assess current PR/Marketing activities, staffing, and budget
- Action Step: Conduct marketing research at library programs to assess current marketing successes/failures
- Action Step: Conduct marketing research in person and off site to identify marketing shortcomings
- Action Step: Provide Board of Trustees regular marketing updates and identify opportunities for promotion
- Action Step: Engage new businesses and organizations in collaborative projects/programs
- Action Step: Conduct audit to determine weaknesses in ADA compliance in marketing/communication processes

Objective: *Improve Library Outreach and Access*

- Action Step: Improve and expand community meeting space options, and review related policies
- Action Step: Develop access plan for on-demand physical materials (lockers, 24/7 access)
- Action Step: Develop long-term plan for developing digital materials collection
- Action Step: Develop plan for on-demand/virtual programs
- Action Step: Seek opportunities to strengthen existing community partnerships and foster new ones.

Objective: *Improve Internal Communication*

- Action Step: Streamline and standardize communication steps between librarians and PR team for promoting programs and services
- Action Step: Provide regular talking points and advocacy statements shared at staff meetings
- Action Step: Encourage more staff participation at Board meetings, and on committees
- Action Step: Provide yearly in-service trainings for staff

### **Goal 3: Optimize Library Programming**

Objective: *Expand Adult Programming*

- Action Step: Assess current programming, identify areas of need and development
- Action Step: Explore collaborative opportunities with community groups to improve the impact and value of programming
- Action Step: Explore ongoing lecture series with local experts
- Action Step: Create and consistently utilize attendee evaluation tool
- Action Step: Conduct monthly meetings with adult services librarians to align future program planning with community feedback

Objective: *Ensure programs consistently reflect the values of diversity, equity, accessibility and inclusion*

- Action Step: Conduct an ongoing diversity, equity, accessibility, and inclusion audit of programs across all age levels
- Action Step: Continue staff development and training in these core values
- Action Step: Explore working with a community advisory committee