

## **Rockville Centre Public Library**

### **Strategic Plan 2018 – 2021**

#### **Strategic Plan**

The Rockville Centre Public Library plays a critical role in the quality of life and continued growth of the community. We understand this important role and are committed to remaining a relevant service organization by anticipating future community needs and adapting accordingly.

Our strategic plan, reviewed annually, guides us in this effort. To create the strategic plan, we drew upon innovations from high-achieving libraries and valuable input from our community, including library users, community leaders, library staff and trustees.

The resulting plan recommends strategic initiatives to address the needs of the community now and into the future.

#### **Planning Process**

The Library solicited feedback from residents before initiating development of a strategic plan. Our goal was to identify ideas, requests and complaints and develop short-term and long-term strategies to address them.

The Library has always maintained a suggestion box as a convenient means to communicate and it is regularly used by our residents. Additionally, the staff is a reliable source of conversational feedback from the patrons as many of them have developed relationships over the years. The staff also suggests trends in libraries garnered from networking, the media and training workshops. To supplement the information gathered through those conduits, the Library conducted a survey that was available both in the Library and online. It was completed by residents that represent a broad spectrum of the community.

The majority of patrons felt that the Library was doing an excellent job, but several themes appeared repeatedly: more and varied programs for all ages, more quiet spaces and requests for services that we currently offer, which indicates not everyone is aware of our services.

The resulting strategic plan allows us to respond to identified patron needs. By improving on what we already offer and instituting innovative products and services, we not only retain our current patrons but we attract those who previously have been unacquainted with the benefits of owning a library card. We strive to be flexible in a rapidly changing environment.

To be successful, the Library will seek to make each goal specific, measurable and achievable with a realistic timeline. Specific actions towards achieving success for each goal are listed.

Each year of the strategic plan, the goals and steps will be reviewed. All input gained from the staff and community will be evaluated and when possible, incorporated into the yearly updates.

## **Mission Statement**

The Rockville Centre Public Library provides open and equitable access to informational, educational, recreational and cultural experiences. We celebrate ideas, promote creativity, connect people and enrich lives.

## **Our Vision**

The Rockville Centre Public Library aspires to be recognized as a social, intellectual, recreational and cultural center for the community. It aims to be a welcoming place to gather and discuss, a gateway to life-long learning, offering a full range of services, materials and programming. The Library seeks to be a recognized leader and respected voice in our community.

## **Library Core Values**

- **Learning:** Connect children, teens and adults with access in all formats to information and ideas
- **Openness:** Provide a secure and comfortable facility that offers a welcoming environment to all
- **Service:** Provide responsive customer service and experiences, recognizing the diverse needs and interests of the community
- **Leadership:** Recognize the Library as a trusted community leader and empower the staff to learn, innovate and lead
- **Fiscal responsibility:** Maintain sound financial management and oversight of funds

**Strategic Objective 1: Enhance the profile of the Library in the community to increase visibility and awareness of the Library's value to the community**

**Strategic Objective 2: Expand outreach to the community as Library services strengthen community connections**

**Strategic Objective 3: Create a Library that serves multiple interests by expanding programming and events that appeal to patrons of all ages**

**Strategic Objective 4: Incorporate new and emerging technologies as an integral component of overall services**

**Strategic Objective 5: Enhance staff development**

**Strategic Objective 6: Evaluate the Library's physical plant to enhance efficiency, safety, functionality and aesthetics**

### **Strategic Objective 1: Enhance the profile of the Library in the community to increase visibility and awareness of the Library's value to the community**

- Evaluate the array of social media and increase use of the most effective media to promote Library services and programs and engage the community
  - Redesign Library's website to make it more visual
    - Change software from Joomla to WordPress
- Increase collaboration with local organizations by brainstorming with community leaders including elected officials, school administration, not-for-profit groups, and civic groups to see how the Library can address their needs
  - Attend local community organizations meetings such as the Village Board, Chamber of Commerce, Community and School Task Force, School PTAs, Lions, Kiwanis and the like to develop more community partners
- Enhance outreach to new and existing residents
  - Compile a variety of marketing and information packets, in print and online, to inform new and existing residents about the services and activities that the Library offers
- Investigate purchasing a digital scrolling message marquee
  - Obtain recommendations and price quotes
  - Contact libraries that have them and ask about pros and cons
- Investigate possibility of installing a Little Free Library at the LIRR train station and other areas throughout the community
  - Ask RVC Library Friends for funding to purchase the units
  - Reach out to possible community partners to host the library

### **Strategic Objective 2: Expand outreach to the community as Library services strengthen community connections**

- Assess the programming needs for English-as-a-Second-Language patrons
  - Look at programming in similar library districts
  - Conference with Maria-Fernanda Pardo at Glen Cove Public Library
- Build relationships with community organizations such as Hispanic Brotherhood and the Martin Luther King, Jr. Center to identify how the Library can help meet the needs of their constituencies
- Offer increased availability of Library's archival digitized items available to the public through the 2018-2019 initiative, **RVCPL: Archives to Go**
  - Obtain funding for work to be done on digitized PDFs so they can be uploaded to New York Historic Newspapers

- Generate a list of archival items to be digitized and a timeline to complete the scanning and uploading to NY Heritage Digital Collection and a timeline
- Market the Library's archival research services and extensive historical photo collection
  - Target genealogy buffs
  - Investigate interest in online research class for patrons
- Promote and enhance **Library to Your Door** program for homebound patrons
  - Increase marketing of program through media channels and community outreach
  - Add periodic site visits
- Enhance patron/community awareness of the ways the Library's Youth Services programming supports early literacy
- Offer more programs that target children and adults with special needs
  - Assess needs in community
  - Tailor programming to address needs

**Strategic Objective 3: Create a Library that serves multiple interests by expanding programming and events that appeal to patrons of all ages**

Develop a set of tools to evaluate how the Library's programs are meeting the needs of the community

- Attract more teens to the Library
  - Connect with teens in the schools
  - Revive a teen advisory group to obtain input from young adults regarding programming and collections.
- Attract "Millennials" to the Library
  - Develop informational and recreational programs that are attractive to "Millennials," both those with and without children
  - Develop family-oriented programs for Millennials with children
- Determine interest in job skills training such as programming, Excel, financial literacy, and practical skills, e. g. homeowner basics.
  - Programs led by outside professionals
- Address the interests and concerns of aging members of the community
  - Link with outreach to senior centers and assisted living facilities

#### **Strategic Objective 4: Incorporate new and emerging technologies as an integral component of overall services**

- Investigate the feasibility of creating a technology center to help bridge the digital divide where small group training can be conducted by the staff or outside vendor
  - Categorize all tech programs as **Digital-Know-How** and use this title as a platform for tech classes for adults
- Determine community interest in “learning through making” spaces
  - Assess Adult interests through reference interviews
  - Assess Youth interests during contact with teens in library programs
  - Connect with libraries that have maker spaces
- Create online tutorials for library services including downloading e-book/e-magazines, using databases and readers’ advisory
  - Train interested staff members in creating tutorials
  - Create and market tutorials
- Explore the possibility of circulating technology, for example, an action camera (Go Pro), game console, and virtual reality headset
  - Connect with libraries that circulate these technologies
  - Discuss pros and cons with Gryphon Technology and staff
- Encourage all staff to keep abreast with technology
  - Keep staff posted regarding available workshops and training opportunities
  - Allow time for staff training as needed

#### **Strategic Objective 5: Enhance staff development**

- Provide the opportunity for staff training in emerging library trends (“STEEPED” – Society, Technology, Education, the Environment, Politics (and Government), Economics and Demographics)
- Evaluate evolving services and their impact on Library staffing. Open positions may be better filled with technically skilled and/or marketing staff
- Equip staff with professional development tools and leadership opportunities; support individual paths for career growth
- Equip staff with the necessary training and tools to provide excellent customer service
- Encouraging all staff to keep abreast with new trends by attending workshops or conferences, reading and networking

**Strategic Objective 6: Evaluate the Library's physical plant to enhance efficiency, safety, functionality and aesthetics**

- Determine the timeline and financial feasibility of completing the recommendations of the Capital Plan
- Contract with an architect to study the most efficient use of the building's interior space, dovetailing with the Capital Plan recommendations
  - Assess the space and mechanics needed to create a café
  - Identify one or more spaces that can be designated a quiet zone and study rooms
  - Identify one or more spaces that can be designated as classrooms/meeting areas
  - Evaluate the feasibility of enclosing and/or expanding the teen area

**To be addressed after plan is approved:**

- Assigning responsibility to specific administrators/staff members for the actions
- Additional specific activities to accomplish these objectives
- Assigning projected costs for each activity; includes budgetary process for securing adequate funding (include grant writing and fundraising)
- Setting time frames for completion or re-evaluating value of action
- How to evaluate success of the activities

Adopted by Board of Trustees  
June 13, 2018