

## PLEASANT VALLEY FREE LIBRARY

### LONG RANGE PLAN 2021-2024

#### MISSION STATEMENT:

The mission of the PVL is to provide effective, friendly and responsive services capable of evolving and expanding with needs of our community.

#### OUR VISION:

Maximum realization of our mission and objectives can best be obtained through adherence to the following:

1. Service to the public first, last and foremost, demonstrated through innovation, effort and attitude.
2. Observance of professional standards and ethics in relations between the Board of Trustees and staff, and between these and the public.
3. Fiscal responsibility, including effective budget creation and oversight, planning and execution of traditional fund raising and the development of sources of new funding for the purposes of providing staffing, collection development, and housing.
4. Appraisal of the effectiveness of existing services, collections, and technological and physical facilities, as well as the ongoing exploration of new methods and techniques.

#### OUR CORE VALUES:

In order to serve our community as a center of reliable information, we believe our functions are to:

1. Provide opportunity and encouragement for people of all ages to continuously educate themselves, develop effective living skills, and pursue intellectually challenging entertainments.
2. Assemble, preserve, organize and administer diverse collections of books and other materials possessing cultural, educational, and informational value.
3. Promote the public use of library resources through a variety of activities, technologies, events and guidance.
4. Serve as a community center for cultural, civic and educational events.

#### OUR GOALS

The goals and objectives that follow represent the priorities of the Board of Trustees and the staff of the Pleasant Valley Library to sustain our mission. An initial set of activities to achieve these goals is included. The activities will be refined and updated during the duration of this planning horizon to reflect the changes in the Library's operational environment.

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#### GOAL 1: GET BACK HOME

Our temporary space has been a boon and we have learned a great deal as to how to operate in larger quarters. Also, we see a change in the diversity of our patrons. Now, it is time to rebuild in our prior location at 1584 Main Street to best meet the needs and wants of our community. The land is in a historic and prominent location and is owned by the library.

#### OBJECTIVES

Rebuild a library that satisfies the needs of our community as expressed through our feasibility studies, past surveys, patron feedback, and professional input.

1. Design and Build a single floor, ADA compliant library accessible to all.
  1. Action: Work with the architect and construction company
2. Secure the funding necessary to *Get Back Home*.
  1. Action: Apply for targeted building grants
  2. Action: Expand private fundraising efforts
  3. Action: Work with the Friends of the Library to support construction fundraising
  4. Action: Consider other funding sources as needed
3. Plan to include flexible meeting spaces, suitable for the diversity of community groups and activities. Some of these spaces will be available after library closing hours.
  1. Action: Work with our architect
4. Communicate with members of the public and service community through a variety of both print and e-newsletters, as well as social media.
  1. Action: Keep track of patron and community questions and our responses in order to include them on our website, as well as other forms of communication, in a timely manner
5. Maintain regular communication with the Town of Pleasant Valley to provide the Library's progress and to respond to questions.
  1. Action: Present to at least one Town Board meeting each year to update them on our progress
  2. Action: Invite members of the Pleasant Valley Town Board to visit our temporary quarters for a tour and a discussion of our project

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#### EVALUATION

1. The renovated and expanded library opens to the public at 1584 Main Street.
2. The library was able to secure the needed funding.
3. Community groups are using the spaces as intended.
4. The community was kept informed of our progress and a building updates portion of the website was maintained.
5. Share at Trustee board meetings how our efforts to include the town board ensued.

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### GOAL 2: EXPAND AND DIVERSIFY PROGRAMMING

The Library operated at a preferred location on Main Street in a confined and aging facility. The space we had for programming was limited in both size and accessibility. Our temporary, but more accessible, location showed us that we need more diversity in our programming. The new space will incorporate the lessons learned.

#### OBJECTIVES

Rebuild a library that reflects and satisfies the needs and wants of all our patrons both in programming and accessibility.

1. Teens: Plan for a separate space for our teens
  1. Action: Work with the architect
  2. Action: Work with some teens to get programming ideas
  3. Action: Work with some teens to understand how the space will best fit for some programs
2. Seniors: Plan for flexible spaces for programming
  1. Action: Work with our Friends' group and seniors for ideas
  2. Action: Keep track of any requests that we weren't able to satisfy in the former building
  3. Action: Work with the architect and local clubs to obtain any needed tools
3. Disabled: Plan for ADA compliance
  1. Action: Work with the architect
  2. Action: Work with local organizations (such as The Arc, Abilities First, etc.) for programming ideas
  3. Action: Work with local clubs to obtain any additional tools (such as hearing apparatus) needed to improve programming
4. Equity: Investigate programs that include a variety of equity topics
  1. Action: Work with local organizations for ideas, presenters
  2. Action: Work with school district for ideas, presenters
5. Community: Employ a program coordinator
  1. Action: Assess current programming offerings
  2. Action: Collaborate with internal and external program providers
  3. Action: Conduct programs

#### EVALUATION

1. Collect program evaluations of new programs from at least half the attendees
2. Collect new program evaluations from all presenters
3. Track the number of attendees for each program
4. Add or change programming as needed
5. Assess the work of the program coordinator

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#### GOAL 3: INCREASE DIGITAL LITERACY EFFORTS

Our electronic services will continue to expand, as evidenced by the increase in circulation through electronic downloads and database usage.

#### OBJECTIVES

To enable our community to understand and incorporate technology in their daily lives.

1. Compliance with ADA standards
  1. Action: Purchase additional and updated technologies and bandwidth as needed
2. Expand our technical training and assistance
  1. Action: Develop a training plan for the Library Staff
  2. Action: Offer practice technology sessions with our Friends group
  3. Action: Extend technology sessions to the community

#### EVALUATION

1. Collect feedback from the staff regarding their training
2. Collect feedback from patrons regarding their training
3. Collect feedback from staff regarding their patron training sessions
4. Add or change training as needed by examining the digital divide in terms of age, experience, and access to technology
5. Track usage of online offerings by checkouts and unique card holders

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#### GOAL 4: STABILIZE FUNDING

The library budget is primarily funded through annual, local property taxes voted on by the community.

#### OBJECTIVES

Develop a robust fundraising mechanism to augment public funding of our operating budget.

1. Action: Work with our Friends to expand their fundraising activities
2. Action: Establish a fundraising committee within the library board
3. Action: Communicate to the community why and how to support the library through donations
4. Action: Create a variety of donor options including bequests, memorials, endowments, planned-giving, and 414 funding

#### EVALUATION

1. The operating budget is sufficient to meet the planned needs of the community
2. There is an increase of the number of donors to the operating budget