

Rockwell Falls Public Library

Strategic Plan 2018-2023



Rockwell Falls Public Library

Mission

Recognizing the dynamic nature of our community the Rockwell Falls Public Library's mission is to provide opportunities for lifelong learning and leisure. We enrich the lives of our neighbors by offering relevant resources, a supportive staff, and a welcoming place for our community to come together.

Vision

Our collection will be central to the interests of our neighbors and patrons. We will offer programming and experiences to meet the desire of our towns, allowing them full participation in economic and cultural growth. The Library will offer a place for quiet reflection and meaningful conversation. We recognize insight and discovery often begin in the pages of a book, and we will always provide a space where they both are possible.

The Rockwell Falls Public Library is a member of the Southern Adirondack Library System.

Executive Summary

Over the past year a comprehensive strategic planning process has been undertaken.

The planning process asked community stakeholders to identify the needs of the community served by the library and the ways in which the library can best meet those needs. The process also included an analog “ask exercise survey” (developed by the Harewood Institute for Public Innovation) of the residents of both Warren and Saratoga Counties, to which a total of 158 individuals responded.

Phase one involved assessing our place in the community and what we want to provide for the individuals who live here. Phase two is where we were actually able to get the feedback we needed. For several months we have been gathering information via our “Let’s Have a Chat” program. This program was designed to engage the library and our community in a conversation about - well - our community. We discussed how our library is quite unique. We serve the circulation needs of towns in Saratoga and Warren Counties; Hadley, Lake Luzerne, Stony Creek, Day, and parts of Corinth by working collaboratively within the Southern Adirondack Library System.

During this phase we conducted workshops with the library board of trustees, local community leaders, local business owners, and specialty educational groups to include homeschooling parents.

In the third phase we compiled our data from the “ask exercises” which we executed via active “community conversations.” We used this information to create our strategic goals which will cover the next five years.

The outcome is a combination of ideas and effort by the planning committee and the library staff. I would like to extend a great thanks to them for all of their work in making this strategic plan a reality.

Who Was Involved

A planning committee, made up of members of the staff of the Rockwell Falls Public Library and the Board of Trustees, was also involved in the planning process.

Staff

- Courtney Keir - Library Director/Librarian
 - Pat Lewandowski - Library Clerk

Board of Trustees

- John Plantier - President
 - Stephanie Lansburg
 - Katherine Kelley
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Our Goals

I.

Promote and/or host community events and programs

(both of the objectives below will be implemented in the first 1-2 years of this plan and will begin no later than October of 2019)

- A. Objective: The Library will increase communication with local organizations and businesses and address the needs of individuals in the community

Strategies:

- Develop a monthly newsletter to cross-advertise and increase local awareness to up to 1,000 patrons
- Provide dynamic technology to assist in supporting local businesses and organizations

- Maintain an open dialog with local organizations, businesses and public institutions to increase collaboration opportunities by hosting workshops to enhance community engagement

B. Objective: The Library will encourage a vibrant civic life by providing a forum for collaboration among groups and individuals. We will develop our community-building function by providing an adaptable environment for meetings and social events.

Strategies:

- Provide environment for meetings and social events by scheduling reserved times of our new community room
 - Continue to promote and host educational and entertainment events and programs
 - Create an online suggestion box and maintain our in-house suggestion box so we can constantly strive to adapt to the changing needs of all the local areas we serve
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II.

Increase service-based outreach to underserved individuals and groups in the community

(both of the objectives below will be implemented in the first 1-3 years of our strategic plan and will begin no later than October 2020)

A. Objective: The Library will increase involvement and outreach to seniors

Strategies:

- Expand health and education programs/information
- Discuss collaboration possibilities with area senior programs and senior centers
- Expand book borrowing services to limited mobility individuals by utilizing volunteer book delivery system

B. Objective: The Library will engage teens and young adults to utilize library resources for education development and entertainment

Strategies:

- Establish communication with school groups to establish teen programs and volunteer opportunities
 - Evaluate and expand our YA collection
 - Market our access to an exhaustive range of online educational databases
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III.

Promote the library as a center for learning and fun for families and children

(both of the objectives below will be implemented in the first 2-5 years of our strategic plan and will begin no later than October 2021)

A. Objective: The Library will develop early literacy and school age activities and programs.

Strategies:

- Participate in summer reading program
- Recruit volunteers to assist with children's programming
- Purchase additional hands-on activities and materials for the Children's Room

- Schedule library events that appeal to families and children

B. Objective: The Library will promote library resources and space to the homeschool community

Strategies:

- Develop a web page for homeschooling parents
 - Provide a meeting space for homeschooling groups
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Implementation

Over the next five years we will strive to meet the goals outlined. We continue to reach out to our community and consistently get feedback as to what they want and need. If you tell us what you want your library to be, we will listen and respond.