

Strategic Plan 2021-2026  
Ethelbert B Crawford Public Library  
Presented to the EBCPL BOT July 15, 2021; Approved August 19, 2021

**COLLECTIONS – STRATEGIC INITIATIVE:** To promote our collections. Our collections, in all relevant formats, are one of our most important assets. These collections are managed through a lens which provides what is current, popular, useful, and available in a variety of media. They include cultural and historically significant items which represent the world at large while at the same time preserving the rich history of the Catskills and Sullivan County.

**Goal 1** Collections reflect the interests and population of district readers in their content, format, language, and are available in quantities to meet the demand of the community.

**Objective 1:** The Director shall continue to update the current collections by approximately 5% in each of the next five years. This should include items in languages other than English as well as titles reflecting LGBTQIA, additional digital resources, and graphic novels.

**Objective 2:** The Director shall develop a plan for annual assessment of the collections for their alignment with demographics and changing interests of the community. Create means (surveys, etc) to ascertain the needs of underserved populations of the community, especially adolescents and Hispanics This should include allocating shelving space dedicated to various types of collections..

**Goal 2:** Market the items in the collections in a way that increases circulation and a way that informs service area residents about unique features of the collections.

**Objective 1:** The Youth Services Librarian will partner with Monticello Central School District to support the curricular needs of the School District.

**Objective 2:** Library staff will create display areas which are topical, calendar specific, and/or germane to the needs and interests of the community.

**Objective 3:** The Library Director will create a space specific to local history and culture. Trustee input will be sought in pursuing this objective.

**COMMUNICATIONS – STRATEGIC INITIATIVE:** To provide accurate, timely information thereby creating a stronger more visible public library. We are committed to improving the flow of information in all directions and creating open dialogues within the library, with the Board of Trustees, with the Friends of the Library, and with the community.

**Goal 1:** Make Ethelbert B. Crawford Public Library service area residents aware of the breadth of services and programs offered by the library through a variety of regular customized updates.

**Objective 1:** The Director and the Youth Services Librarian will keep the community aware of the development of programs and any relevant building and grounds initiatives through a variety of media and public relation efforts.

**Objective 2:** In each year of the plan, the Library Director will make the public aware of the statistics contained in the annual report supplied to the New York State Division of Library Development. Library Assistant will keep archives of all press releases and advertisements. Youth Services/Social Media Librarian will maintain a Facebook presence. The Library Director, Youth Services Librarian and the Board of trustees will conduct presentations to the community and contact other libraries to engage in a dialogue about successful practices.

**Objective 3:** The Library will be available to host the annual SUPLA legislative brunch.

**Objective 4:** The Library IT person will maintain a calendar of library activities on its website which provides the public with timely, easy to read, and easily located information relevant to programs, services, and opportunities for residents of our library service area.

**Goal 2:** Ethelbert B. Crawford Public Library service area residents are encouraged to provide suggestions for service enhancements, programs, and collection development.

**Objective 1:** The Library Board of Trustees will periodically host public events to afford patrons an opportunity to meet with staff and Board Members.

**Objective 2:** The Library Assistant will maintain a suggestion box.

**Goal 3:** The Library values the talent, experience, and contributions of all staff, and supports staff training, a cross-functional team approach and open communications to improve internal operations and service to the community.

**Objective 1:** The Library Director will encourage staff to expand their knowledge of library procedures, technologies, and services at least once a year by attending as least one educational in-service program, attendance at which will be maintained in appropriate spread sheet by Library Assistant as well as in-house training during staff meetings. Staff will be encouraged to put newly learned skills into practice.

**Goal 4:** The Board of Trustees shall be comprised of informed service area residents who are familiar with the mission of the Library and its policies. Trustees will participate in appropriate training at least once per year and attend Library programs.

**Objective 1:** The Library Director will report monthly to the Board of Trustees regarding Building and Grounds, Finance, Personnel, Programs, and Outreach.

**COMMUNITY – STRATEGIC INITIATIVE:** To inform the community we serve, making them fully aware of the services the library offers. We need to extend services, programming and community outreach, and further develop partnerships.

**Goal 1:** To make the community fully aware of the services we offer.

**Objective 1:** Youth Services Librarian will continue to strengthen the relationship with the Monticello Central School District to increase awareness of library resources for parents, teachers, and students.

**Objective 2:** Library staff and Board of Trustees Programming Committee will pursue programming in the community and will collaborate with other local organizations. The Library Director will continue to expand library services to underserved populations of all ages and seek new partnerships.

**Objective 3:** Library will solicit input from service area residents through surveys and other means.

**Goal 2:** To develop the library into a community center that is welcoming and comfortable.

**Objective 1:** The Board of Trustees will continue to communicate our message that the library is a community center. A survey of interests of present patrons and potential patrons will be conducted. Local experts should be encouraged to

offer programs not only to involve more of the community but also to promote the Library as a community center.

**Objective 2:** The Board of Trustees, Director and library staff will periodically examine the hours of service in order to best meet the needs of our diverse community.

**Objective 3:** The Library Director will continue to pursue development of a library volunteer program and develop appropriate guidelines.

**Objective 4:** Through the Library's Friends liaison, the library will build upon already established lines of communication among the Board of Trustees, the Library Director, and staff with Friends of the Library so as to cultivate a productive working relationship. The Board of Trustees will annually recognize the efforts of the Friends organization.

**CUSTOMERS – STRATEGIC INITIATIVE:** To provide outstanding services in a facility that is convenient and accessible to our library service area residents.

**Goal 1:** The Library supports the early literacy needs of children from infancy to age five and contributes to kindergarten readiness through support for the educational, developmental, and social needs of these children

**Objective 1:** The Youth Services Librarian will formalize a literacy program such as Every Child Ready to Read and enhanced story time.

**Objective 2:** The Youth Services Librarian will expand outreach for the summer reading program for this age group.

**Objective 3:** The Youth Services Librarian will incorporate a family literacy component when appropriate.

**Goal 2:** The Library will foster the love of reading in children in grades 1-5 and support the educational, developmental, and social needs of these children and will work in conjunction with the Monticello Central School District toward reaching this goal.

**Objective 1:** The Youth Services Librarian will continue to provide diverse programs throughout the year in addition to the Summer Reading Program.

**Goal 3:** The Library supports the educational, developmental, and social needs of 6-12 graders and contributes to their readiness to be successful adults as well as contributing members of their community. The library will work in conjunction with the Monticello Central School District toward reaching this goal.

**Objective 1:** The Youth Services Librarian will increase teen involvement in teen programming through a teen advisory board (TAG or Teen Advisory Group), recruiting teen volunteers, and/or teen focus groups.

**Objective 2:** The Youth Services Librarian will work with this age group and provide professional development opportunities for staff to increase their awareness and strength in this area.

**Objective 3:** The Youth Services Librarian will request teen input to determine the number and scope of programs. She will work with the Monticello Central School District in soliciting teen input.

**Objective 4:** Improve and expand the teen component of the Summer Reading Program.

**Goal 4:** Provide adults with access to lifelong learning opportunities through library programs that are educational, entertaining, and help connect them to their community and the world.

**Objective 1:** The Director, with staff assistance, will continue to publicize library programs and services by developing and implementing a marketing plan which includes multiple forms of outreach and in languages other than English.

**Objective 2:** The Director, with staff assistance, will expand offerings for adult patrons and offer programs at various times of the day.

**Objective 3:** The Director will appoint a staff member to develop and implement a plan to better serve emerging adults between ages 18 and 25.

**Goal 5:** Residents/patrons have convenient access to public computers, self-service technology, electronic resources, and a vibrant web site designed to connect people of all ages to our collections, programs, and services.

**Objective 1:** The facility may offer additional public access computers, building in scheduled replacement. The library IT person will track usage to determine if additional computers/devices should be included in future budgets.

**Objective 2:** Provide appropriate links to web pages, information and services, and for the promotion of books and reading throughout the term of this plan.

**Objective 3:** Library staff will provide instruction in using e-readers and downloading e-books and will assist patrons in using these formats. Staff will periodically receive additional training on using these formats.

**Objective 4:** The library will implement means to pay fees electronically.