



# Strategic Plan 2021-2023

## Mission, Vision, and Core Values

**Mission:** Our mission is to provide equal access to information, knowledge and experiences so that people of all ages may seek education, social and cultural growth.

**Vision:** Our library is the heart of our community. Newark Public Library is the best source of information and knowledge, the place to gather and discuss, and the partner in cooperation with the town, schools and local organizations. We are the gateway to creativity, entertainment and lifelong learning, offering a full spectrum of services, materials and programming.

## Strategic Area One: Library Facility

**Project Team:** Property committee, Library Director

**Description:** Improve the library facility to meet the changing needs of the community and provide a safe, clean and comfortable environment.

### Project 1: Parking

Year One Goals (2021)	Year Two Goals (2022)	Year Three Goals (2023)
Investigate nearby parking options (Verizon lot, lot across the street)	Designate capital funds for future parking options	Designate capital funds for future parking options
Staff incentives for parking further away from the library, walking to work or carpooling	Investigate alternate locations for the library that offer on-site parking	Investigate alternate locations for the library that offer on-site parking

### Project 2: Air Conditioning Upgrade

Year One Goals (2021)	Year Two Goals (2022)	Year Three Goals (2023)
Collaborate with the Village of Newark to plan for the final 2 phases of the project	Apply for NY State Library Construction Aid grant	Apply for NY State Library Construction Aid grant
	Work with the Village of Newark to install units for Phase 3	Work with the Village of Newark to install units for Phase 4

### Project 3: Window Blinds

Year One Goals (2021)	Year Two Goals (2022)
Identify locations/banks of windows that need blinds	Evaluate the need for additional window coverings
Identify vendors/installers and collect estimates	
Install blinds in designated areas	

## Strategic Area Two: Programming & Partnerships

**Project Team:** Programming staff, Library Director

**Description:** Identify community interests and needs, offer classes and events to support the community, and expand public awareness of library programs and services.

### Project 1: Improve Promotion and Public Awareness of Library Events and Services

Year One Goals (2021)	Year Two Goals (2022)
Create or update a procedure for promoting all library events	Increase event promotion on Facebook
Identify media outlets and contact information	Increase event promotion on Instagram
Identify new vehicles for marketing programs and services	
Expand the recipient list for the electronic newsletter	
Identify little-known services, collections, etc. and promote in electronic newsletter and social media	
Research (cost, Village code) electronic billboards	
Partner with the Chamber of Commerce and/or Village officials to investigate or create a community-wide calendar of events	

**Project 2: Grow the Support and Services of the Friends of the Library**

<b>Year One Goals (2021)</b>	<b>Year Two Goals (2022)</b>	<b>Year Three Goals (2023)</b>
Investigate options for investing Friends funds or participating in a foundation to maximize income	Work on planned giving to Friends and memorial gifts	Investigate a Friends of the Library fund drive
Designate one or more staff members to be liaisons to the Friends	Work with the Friends Fundraising Committee to hold at least one Friends fundraising event	Work with the Friends Fundraising Committee to hold at least one Friends fundraising event
Help the Friends establish a Fundraising Committee and hold at least one Friends fundraising event		
Attract new, active members to the Friends of the Library		

**Project 3: Offer dynamic classes, events and services that meet the needs of the community**

<b>Year One Goals (2021)</b>	<b>Year Two Goals (2022)</b>	<b>Year Three Goals (2023)</b>
Evaluate current classes and events and decide which to continue, change or stop	Use feedback from program evaluations to identify community interests/needs	Offer a compelling, dynamic calendar of events for all ages that meets the needs and interests of the community.
Explore virtual programming for all ages	Apply for grants to support innovative programs	
Use program evaluation forms to collect feedback and solicit additional ideas for programs and services	Use input from Teen Advisory Board to expand programs and services for teens	
Reestablish a Teen Advisory Board	Offer a compelling, dynamic calendar of events for all ages that meets the needs and interests of the community.	

## Strategic Area Three: Technology

**Project Team:** Library director, Youth Services Librarian, key technology staff, PLS support, school district tech staff

**Description:** Pursue technologies to meet the educational and recreational needs of the community.

### Project 1: Improve WIFI access for the community

Year One Goals (2021)	Year Two Goals (2022)	Year Three Goals (2023)
Collaborate with the New York Library Association and Village Board to investigate the possibility of community-wide WIFI	If feasible, identify community-wide vendors and equipment to establish a budget	If feasible, implement community-wide WIFI
Explore offering WIFI hotspots to loan to library cardholders and purchase units and service	Add additional hotspots as needed and as budget allows	
	Identify locations in the Village of Newark to permanently install a WIFI hotspot, i.e. halfway houses, trailer park, Newark Housing Authority residences, parks, etc.)	

### Project 2: Explore new technologies to meet the needs of the community

Year One Goals (2021)	Year Two Goals (2022)
Poll other libraries to determine what additional technologies they offer	Research best practices and emerging trends in library technology
Explore the need for display screens in smaller meeting rooms and purchase as needed.	
Explore the need for teleconferencing equipment for use by the public	