



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.

Core Values: Newark Public Library will guide accomplishment of our Mission and Vision by:

- Being a safe, warm and welcoming place for all.
- Fostering the pursuit of knowledge and lifelong learning.
- Being actively engaged in the life of the community.
- Offering exceptional creative, cultural and educational experiences.
- Employing a knowledgeable, collaborative, creative, and positive staff team focused on library users' interests and needs.
- Being good stewards of the Newark Public Library's financial and material resources.
- Ensuring ready, equal, and equitable access to library materials.
- Communicating effectively with our community.
- Protecting confidentiality of library patron records.
- Championing everyone's right to intellectual freedom and diverse points of view.

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

| Year One Goals (2021) | Year Two Goals (2022) | Year Three Goals (2023) |
|---|--|--|
| 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

| Year One Goals (2021) | Year Two Goals (2022) | Year Three Goals (2023) |
|---|--|--|
| 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 Add additional hotspots as needed and as budget allows | If feasible, implement community-wide WIFI |
| Explore offering WIFI hotspots to loan to library cardholders and purchase units and service | 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 | |