

**THE HULBERT LIBRARY
LONG RANGE PLAN 2020-2024**

Goal 1: COMMUNITY

Connect people, the Concord community and the library.

- Expand the Hulbert Library’s community and civic engagement:
 - Continue, enhance and improve participation in community events
 - Establish outreach program for children, adults and seniors
- Establish the Hulbert Library as a versatile community center:
 - Align priorities with community wants and needs by offering needs assessment surveys, adjusting/expanding business hours; promote appropriate use of meeting room
 - Strengthen community awareness and highlight the value of the Hulbert Library
 - Extend the reach of the Library to non-users, the underserved and people with special needs
- Cultivate partnerships:
 - Collaborate with community organizations and schools to support interests and needs of community including the Concord Town Board and the Village of Springville
 - Engage local leaders and elected officials in support of the Hulbert Library
 - Cultivate spirit of volunteerism by establishing a “Friends of the Library” that might hold used book sales, future fundraising

Goal 2: RESOURCES

Foster and enhance access to information and ideas.

- Develop and provide resources that address evolving community interests and expectations:
 - Ensure collection relevance through annual patron surveys
 - Introduce new sources of ideas, education and entertainment
 - Engage and utilize staff and board members’ skills, passions and experience on projects
- Explore, develop and implement innovative models of access and delivery:
 - Engage with community using digital communication and social media
 - Increase patron awareness of the library systems online databases and downloadable media

Goal 3: GROWTH AND LEARNING

Stimulate and inspire learning, growth and transformation.

- Strengthen reading readiness by providing materials, services and programs to help ensure children enter school ready to learn
- Cultivate enthusiasm for reading and discovery
- Maximize opportunities for lifelong learning, personal growth and well being
 - Re-envision programs and services for:
 - Parent-child groups; Grandparent-grandchild groups
 - Homeschoolers
 - Single parents
 - Seniors, Caretakers (individual/groups)

- Others- special interest groups, art groups, and outside service groups
- Create displays and exhibits that showcase the Hulbert Library's treasures and rich history
- Champion a culture of books and reading

Goal 4: INNOVATION AND TECHNOLOGY

Create and promote discovery through innovation and imagination.

- Promote utilization of technology and digital literacy
- Create engaging and interactive spaces
- Offer programs featuring innovative technology

Goal 5: ADAPTABILITY

Adapt and evolve to cultivate a sustainable future.

- Develop an adaptive and responsive culture of service:
 - Explore and promote staff ideas that can enhance customer experience
 - Establish expectations and implement ongoing staff continuing education/mentoring in engagement skills/customer service
 - Identify and build on each staff member's strengths; encourage them to mentor others
 - Establish system to cross-train all staff on each component of job description
- Maximize visibility to promote the value of the Hulbert Library:
 - Utilize traditional strategies and social media
- Ensure fiscal responsibility by practicing due diligence and maintaining transparency and accountability:
 - Establish Finance Committee
- Create and maintain a welcoming, comfortable and safe physical environment:
 - Establish short- and long-term plan for the landscape, including memorial trees, utilizing sustainable gardening techniques
 - Address need for repair and ongoing maintenance of parking lot
- Explore green initiatives to promote environmental sustainability:
 - Convert inside and outside lighting to LED
 - Evaluate energy efficiency of building (heating, cooling)
 - Conduct annual survey/maintenance check of building

Adopted: December 9th, 2021