Strategic Plan

VILLAGE LIBRARY OF COOPERSTOWN

BOARD APPROVED

Goal 1. Build and Strengthen Library's Organizational Resilience

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1. Expand and diversify funding	1a. Create a funding plan that is feasible and sustainable with patrons 1b. Identify opportunities for grant funding 1c. Work with FoVL to support donor appeals and other direct fundraising 1d. Produce an annual report that represents the Library to patrons and potential funders		
2. Ensure stability and effective use of Village Library's physical space	2a. Review with the Village and Library Boards the current lease for possible revision. 2b. Develop plan to improve director's space, storage areas, and document access		
3. Develop plans to improve staff retention and manage turnover	3a. Schedule annual professional development and training opportunities 3b. Complete Staff Policies and Procedures Manual 3c. Build a volunteer pool to run programs 3d. Replace staff computers 3e. Build a file of interested potential employees		
4. Develop and implement a comprehensive plan for addressing diversity, equity, and inclusion	4a. Research other libraries plans and policies.		

Goal 2. Create Young Readers: Early Literacy

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1 Create sustainable, consistent programming targeting families	1a. Provide meaningful programming to support early literacies		

Goal 3. Engage with the community outside of the library walls

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1 Increase Library's knowledge of community resources and services. _____ 2 Build awareness of what Library can offer to the community	1a. Develop focus groups and targeted questions for groups and organizations in the community to understand their missions and goals 1b. Work with local businesses and organizations to identify collaborative opportunities _____ 2a. Create opportunities to talk about library services by visiting outside groups and organizations (senior center, Rotary Club, church groups, et.) 2b. Build relationships with educators and school administrators on literacy initiatives 2c. Strengthen social media presence		

Goal 4. Promote and Provide Opportunities for Lifelong Learning

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1. Create programming for all ages that is responsive to community needs and interests	1a. Partner with local arts organizations to provide dynamic programming 1b. Increase offerings in our author, lecture, and speaker programs		
2. Address digital literacy needs of our community	2a. Continue programs and resources that are responsive to community technical deficits		

Goal 5. Build a Dynamic Print and Digital Collection

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1. Build a more robust digital collection	1a. Provide increased support and training for patron use 1b. Continue assessment of available digital resources 1c. Seek additional funding to support costs of digital subscriptions		

Goal 6. Visit a Comfortable Place: Physical and Virtual Spaces

OBJECTIVES	ACTIONS	TARGET DATE	RESPONSIBLE PARTIES
1. Patrons will have a welcoming and inclusive space to meet and interact with others	1a. Improve signage for easier accessibility 1b. Replace two patron computers 1c. Replace or improve seating for programs in the children's area 1d. Improve display spaces		
2. Patrons will have an attractive, easily navigable, and updated website for easy reference	2a. Improve the library website design 2b. Identify/revise navigation tools 2c. Identify staff or volunteer to maintain website		
3. Patrons and staff will feel comfortable knowing that the Library is a safe space	3a. Install security system 3b. Establish security procedures for staff and patrons in case of emergency 3c. Establish Library resumption procedures in case of interruption		