



2016 - 2019 Strategic Plan

Board of Trustees Approval

January 11, 2016

RCS COMMUNITY LIBRARY 2016-2019 STRATEGIC PLAN

Introduction

In April 2015, the RCS Community Library Board of Trustees initiated a process to develop a long-range plan and goals which would improve services and programs to its diverse community. Volunteering to serve on the Strategic Planning Committee were Melanie Collins, Christine DellaRocco, Suzannah Kratz, Carol Melewski, Bryan Rowzee, and Marie Sturges, chairperson.

Strategic Plan: Goals, Objectives and Action Steps

The mission of the RCS Community Library is to *enrich lives, celebrate community and inspire creativity*. To underscore its mission, the library establishes and is committed to the following goals:

I. Environment

The library creates an environment promoting access and ease of use for all community members.

- Provide accessibility to library materials
 - Create a stand-alone computer for catalog access
 - Investigate the feasibility of converting reference materials, past issues of the *News Herald* and other local history materials into electronic format so they can be accessed remotely
 - Consult experts in assistive technology and accessibility to ensure library resources are available to the entire population
- Evaluate facility for function and layout
 - Consult experts for optimization of space (e.g., noise level, safety, comfort)
- Examine hours of operation
 - Reassess library usage and current hours

II. Collaboration

The library fosters partnerships with other community organizations.

- Promote collaborative activities with businesses, churches, civic organizations, governments, and schools

- Create directory of local businesses, clubs and service organizations
- Create an online community calendar for organizations to post their events
- Form a consortium with school administrators, homeschooling parents and library director
- Integrate scholastic curricula with library resources
- Invite organizations (e.g., fire companies, granges, historical societies) to display exhibits in the café area

III. Diversity

The library recognizes, serves and celebrates the diversity of its community members.

- Understand and serve the needs of underserved areas and populations
 - Gain information about population demographics via current census data
 - Promote cultural awareness programs
 - Improve multilingual collection and computer language programs
 - Create engaging and creative programs for special needs children and adults

IV. Collection Growth

The library seeks to provide and highlight a collection which reflects the evolving interests of the community.

- Expand the breadth of the library collection
 - Create an online and in-house wish list to be promoted via social media, newsletter and library handouts
 - Be deliberate in offering and promoting the full breadth of the library's collection

V. Communication

The library becomes an important information link within a multigenerational community.

- Reach audiences with various modes of communication
 - Create a new resident package in collaboration with villages, towns, businesses, civic organizations, churches, schools, realty groups
 - Organize regional volunteers to place posters in area businesses, post

offices and libraries in our catchment area

- Target underserved areas to increase awareness of library services
 - Organize and arrange presentations with library representatives and community groups
 - Publicize current available services via mailings, newsletter and social media
 - Meet with community residents of underserved areas for suggestions to improve services
 - Promote research services

Historical Background

In April 1905, the Ravena Free Library was established through the agency of the Fireside Circle, a literary society and located on what has been referred to as Brick Row on Main Street. During the ensuing years the Library moved to different locations, with the Village of Ravena chartering it in 1956, where it was housed at 171 Main Street. Then in 1965, it moved into the former post office building at 109 Main Street and thence to 106 Main Street in 1982, where it occupied the first floor of the Masonic Temple building.

On September 23, 1994, the Library received its absolute charter as a school district public library. Sustained growth began in 1997 after the Library relocated to a larger facility in the Ravena Municipal Building at 15 Mountain Road. In 2013, the Library moved to 95 Main Street, its present location, the former Knights of Columbus facility.

Data

The Library serves the areas of Ravena, Coeymans, Feura Bush, New Baltimore, Selkirk, South Bethlehem in Albany and Greene counties, with a total population of 14, 156. Its 2014 circulation figure is 57,178, and its 2015-2016 total budget is \$566,311.

Additional Resources

Resources used to create the RCS Community Library 2016 -2019 Strategic Plan can be found at www.rcscommunitylibrary.org

- Timeline of the Strategic Planning Committee
- Community survey data
- Focus groups data