

# *Raquette Lake Library*

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## *Long Range Plan 2021-2025*

Raquette Lake Library Board of Trustees

Adopted: January 2021

# Mission

The Raquette Lake Free Library mission is to assemble, preserve, and provide free access to quality services and materials that meet the needs of the community. Its mission is to uphold the principles of intellectual freedom and the public's right to know while providing access to information in an open and non-judgmental environment. Its mission is to reflect all points of view with free access to materials in a variety of formats for people of all ages.

# Goals

1. **PR Goal: Raise profile of library within community**
  - a. Intensify outreach and engagement of community
  - b. Respond to community needs
  - c. Improve services
  - d. Comply with minimum standards
2. **Programming Goal: Arts, Entertainment, and Technology for all ages and interest: *Enlighten and entertain!***
  - a. Educate community on technological opportunities
  - b. Educational programs for adults
  - c. Continue our well received children's programming
  - d. Safeguard historic and cultural heritage
3. **Technology Goal: Expanding technology services and education**
  - a. Improve library technology
  - b. Improve library tech related services
  - c. Educate community on technological opportunities
    - i. Zoom: The new norm
    - ii. E-lending: Access to the SALS library system from the comfort of one's home
    - iii. Remind public of available services: print/copy/scan
  - d. Music, museums and other cultural online activities
  - e. Outreach & service to summer guests & non-residents through technology
4. **Physical/Building Maintenance Goal:**
  - a. Enhance indoor/outdoor space

- b. Improve carbon footprint/sustainability

## *Objectives*

### **1. PR Goal: Raise profile of library within community**

- a. Inform and engage community
  - i. Continue to update mailing list (include email)
  - ii. Increase to 2 newsletters per year (inform community @ end of year)
    - 1. One will be a paper copy newsletter and one will be digital
  - iii. Digitalize newsletter and surveys
  - iv. Increase electronic communication with patrons
    - 1. collect and compile patron email data
- b. Respond to community needs
  - i. Evaluate survey; identify community demand for improvements
  - ii. Follow up with (bi) annual newsletters and surveys to further clarify community needs
  - iii. When safe, conduct an in person community information collection session
- c. Improve services
  - i. Examine opening hours to decide optimal times.
  - ii. e-lending
  - iii. technology
- d. Comply with minimum standards
  - i. develop meaningful & lasting policies
  - ii. review and rework policies regularly (every 12 months or as needed)
  - iii. improve library technology
  - iv. technological training for Library Director

### **5. Programming Goal: Arts, Entertainment, and Technology for all ages and interest: Enlighten and entertain!**

- a. educate community on technological opportunities

- i. e-lending: access to the SALS library system from the comfort of one's home
  - ii. Raquette Lake Library website: Continue to make user friendly and interactive
  - iii. Zoom: The new norm
  - iv. remind public of available services: print/copy/scan
- b. Educational programs for adults
  - i. Consider broadening programming to adult audiences
    - 1. readings and book presentations, book club, gather community ideas
- c. Continue and possibly expand our well received children's programming
  - i. zoomobile
  - ii. tie-dye
  - iii. Story time
  - iv.
- d. Safeguard historic and cultural heritage
  - i. invite local organizations to provide talks
    - 1. town historian
  - ii. continue and expand partnership with local museums (more passes and/or guided tours)
  - iii. Continue to review and expand ADK collection

**6. Technology Goal: Expand technology services and education**

- a. Improve library technology
  - i. update printer/copier/scanner to one device
  - ii. offer scan to fax services
  - iii. WIFI speed
- b. Improve library tech related services
  - i. e-services/website: provide for online library card applications, develop user friendly guides, interactive surveys
  - ii. on premises: printer/copier/scanner/fax
- c. Educate community on technological opportunities
  - i. Zoom: The new norm
  - ii. e-lending: Access to the SALS library system from the comfort of one's home

- iii. remind public of available services: print/copy/scan
- d. Music, museums and other cultural online activities
  - i. invite/expose patrons to online cultural activities such as museum visits and concerts.
- e. outreach and service to summer guests and non-residents through technology
  - i. newsletters and surveys: Increase communication with all library patrons through (e-) newsletters and (e-)surveys
    - 1. add email addresses in our insert
  - ii. website: increase communication with all library patrons through website, make user friendly and interactive

## **7. Physical/Building Maintenance Goal: Environmental**

- a. enhance indoor/outdoor space
  - i. creation of more outdoor space through ADK themed chairs and benches
  - ii. continue to enhance curb appeal and outdoor work area
  - iii. recent inside renovation, paint, LED lighting
  - iv. continue to create a welcoming space inside the library (downsize equipment/declutter/weed/organize/reinvent space/shift to electronic media)
- b. Improve carbon footprint and sustainability of library
  - i. change to LED lights
  - ii. review heat/AC, consider renewable or alternative energy (if possible)
  - iii. reduce waste (mailings), explore e-newsletters and surveys

## *Budgeting*

Special times require special measures. We are all forced to tighten our belts during this pandemic and curb spending. When funds run dry from one source (state and local funds are being cut), we will need to find funding from another. We are grateful to have the support of an exemplary community. Through your help, effort, and extra initiative the Raquette Lake Free Library even managed to hold its annual book sale during the

pandemic. Year-round residents, summer residents and non-residents have been extremely generous through their contributions and donations. Keeping that in mind, our long-term goals include enhancing services to all those forced to stay at home (including our summer and non-residents), while curbing our spending. Thank you all for your continued support and generosity!

## *Measuring Success*

The Board shall evaluate the goals spelled out above in six months increments by assessing the implementation of the specific objectives identified. The Board will ask the community for input by means of an end-of-year and/or spring survey.

## *Special Thanks*

Special Thanks to all the Trustees of the Raquette Lake Free Library, who are consistently working on and striving to improve the services of the Raquette Lake Library by investing invaluable time, effort and thought into these processes. Most importantly, however, we would like to thank our patrons and the community for their continued support. Thank you to all of you who took the time to complete the surveys. Your honest opinion matters to us, helps us understand your needs as a community and pushes us to do better. Thank you!