

Mission

What is our purpose?

The mission of the East Greenbush Community Library is to serve as a community center for lifelong learning with access to a broad range of ideas and information through traditional and emerging resources to meet the intellectual, recreational and cultural needs of residents in a professional and friendly manner.

Core Values

What are our key guiding principles?

Respect and care: If we're not treating everyone well, we're not making anyone feel at home.
Do the right thing: Go the extra mile with each other and with the public.
Get it done: Look for solutions when problems arise, while working with patrons and coworkers.
Champions for literacy and reading: At the heart of everything we do.
Responsive to community: Community needs drive programs, material selections, and services.

Organization-Wide Strategies

How do we get there?

RESPECT a variety of viewpoints and make them available in the interest of promoting a healthy learning environment.
ENCOURAGE library users to become comfortable using a variety of formats and instruct them in using new technologies.
ASSIST patrons in finding information they want, when they want it, in a form that is most useful.
DEVELOP partnerships to ensure that library services truly respond to the needs and desires of residents.

Strategic Objectives and Organization Goals

Fiscal Accountability and Stewardship

1 Ensure the Library is well supported to meet the needs of current and future generations of library users. Appropriate funding will sustain and enhance the quality of Library services; including staffing, collections, technology, programs, and the facility.

- 1.1 Continue to practice prudent financial management and funding strategies by securing additional dependable sources of public and private funding by 2020.
- 1.2 Solidify relationships with partnering libraries and legislative bodies to increase collaboration, and establish economies of scale by representing East Greenbush Community Library at 90% of consortium meetings, and serving in leadership capacities.
- 1.3 Develop financial plan for implementation after the bond is paid-off which includes potential capital improvements and other uses for the money.
- 1.4 Develop and implement a landscape management plan.

Center for Community Connections

2 Develop partnerships and build collaborations across the community to share resources, expertise, and strengthen community. Continue to provide a welcoming and responsive environment, with a user-centered staff, that supports the Library's mission and meets the community's changing cultural, civic, technological, and informational needs and interests.

- 2.1 Invest in at least 5 initiatives that strengthen the Library as a core component of the community.
- 2.2 Support and grow active volunteer program by 5%.
- 2.3 Provide a central source for information about the wide variety of programs, services, and activities provided by other community agencies and organizations.
- 2.4 Library staff will make connections monthly with at least 5 relevant community partners to ensure they know what is available at the Library for small business owners, organizations, and individuals.

Operational Excellence and Culture of Learning/Growth

3 Continually evaluate internal processes, and invest in technology and human capital to eliminate, improve, or create new processes for driving organizational success. Embrace a culture of proactive and rapid problem solving, creativity, and innovation in the workplace to maximize staff productivity, morale, accountability, and trust.

- 3.1 Review and evaluate workflow, Library staff positions, and organizational structure to allow time for professional development, collaboration, and innovation/planning.
- 3.2 Sustain a plan for equipment/infrastructure rotation and acquisition that will allow the Library to be responsive to changing technology and support all internal processes.
- 3.3 Develop a collaborative recruitment, training, and succession plan to sustain and reenergize the Trustees and Friends of the East Greenbush Community Library.

Lifelong Curiosity, Imagination, and Learning

4 Provide access to materials, programs, technology, and services that empower the community to succeed in educational, professional, and personal interests. Patrons will be supported in their creative pursuits.

- 4.1 Develop dynamic layouts and displays that effectively promote library collections and services.
- 4.2 Engage patrons of all ages, cultures, and abilities by providing a robust indoor/outdoor programming schedule that includes opportunities for cultural, civic, and recreational enrichment.
- 4.3 Increase Library circulation 2% yearly, by providing timely access to materials, technology, and formats patrons desire.
- 4.4 Support educational achievement and lifelong student learning by identifying and removing at least five barriers to service.
- 4.5 Provide hands-on workshops (crafts, gardening, knitting, video, cooking, sewing, etc...) for patrons of all ages to learn and express themselves, including at least 5 targeted at early/new adults and 5 for career age professionals.

Key Performance Indicators

How will we measure success?

Measure	Target
▪ New revenue sources	3
▪ Adopted financial plan for yearly bond payments after the bond is fully paid off	100%
▪ Board approved landscape management plan	100%
▪ Build a community organization database	100%
▪ 5 community partner connections monthly	5
▪ Board approved staffing plan	1
▪ Trustee/Friends approved recruitment, training and succession plan	100%
▪ Identify/remove 5 barriers to service	5
▪ Number of programs held yearly	600
▪ Lower holds ratio for best sellers	25%
▪ Number of outdoor programs held yearly	10
▪ Number of hands-on workshops held yearly	50

Competitive Advantages

What do we do best?

- Excellent customer service
- Welcoming facility and location
- Excellence in youth services
- Dedicated staff and volunteers
- Serve the entire community, all ages

Implementation

How do we make strategy a habit?

- Monthly Board meetings and Department Head meetings reviewing strategic plan target performance
- Communicate effectively with all staff (intranet, email, in-person, whiteboard)
- Monthly department specific staff meeting
- Quarterly all-staff meetings/trainings
- Staff set annual goals and objectives based on strategic plan service areas
- Host annual meeting with Board, Staff, and Friends participation to review annual progress