

**Vision** To serve as the central hub where people feel welcome, supported in learning, and connected to their community and one another.

## Build Community Connections

1

Community members will feel welcomed by the library and library staff and will feel more connected with one another by having access to programs and resources that are responsive to their needs, reflective of the diversity of community voices, and give them the opportunity to work together with the library to create meaningful experiences.

## Engage With Your Community

2

New and longtime community members will see the East Greenbush Community Library as a central hub for resources to engage them with local government, volunteer opportunities, and programs, services, and activities in partnership with community agencies and organizations.

## Satisfy Curiosity & Stimulate Imagination

3

Community members will know that when they interact with East Greenbush Community Library, they will have access to resources and experiences that enrich their lives and engage them with new ideas in spaces that allow for both quiet and active uses.

## Promote Literacies

4

Community members will see the value in literacies of all types, from early literacy to digital literacy. Community members of all ages will find services at the library that help them develop or practice a variety of literacy skills, develop their ability to understand and express ideas and opinions, and to succeed in pursuits of interest.

## Advance Local Economic Vitality

5

Local businesses, entrepreneurs, and community leaders will view the library as part of their support system for growth and success in our community.

**Mission** We inspire learning, imagination, collaboration, and compassion by providing our community with equitable access to resources in a welcoming environment.

**To do this we will...**

➤ Increase opportunities and methods for community members to offer feedback

➤ Increase program opportunities for community members to engage meaningfully with one another across lines of difference

➤ Identify current underserved communities and craft initiatives to increase usage by identified groups

➤ Increase bi-directional communication with local government and community agencies

➤ Increase usage of or collaboration with the library by local government and community groups for meetings and events

➤ Increase usage of library resources to connect community members to community events

➤ Assess the use of physical (indoor/outdoor) and virtual spaces to meet the needs of the community, including barriers to accessibility

➤ Increase the overall awareness that community members have of the library's programs, collections, and services

➤ Increase circulation of diverse resources and materials

➤ Increase opportunities for hands-on and intergenerational learning

➤ Increase on-site and on-line access to resources that promote literacy skills

➤ Increase community partnerships with educational institutions

➤ Increase library staff capacity to assist businesses and entrepreneurs in physical and digital spaces

➤ Increase usage of existing library resources that support local businesses and entrepreneurs

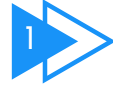
➤ Increase opportunities for local businesses and entrepreneurs to network and build skills



# Our Strategic Goals 2023-2028

## #1 Build Community Connections

Community members will feel welcomed by the library and library staff and will feel more connected with one another by having access to programs and resources that are responsive to their needs, reflective of the diversity of community voices, and give them the opportunity to work together with the library to create meaningful experiences.



**Why this is important to us...**This goal will help the library intentionally and meaningfully address increasing linguistic and ethnic diversity, ensuring that staff offer programs and opportunities for all current and future library users to feel a sense of welcome and belonging when they interact with the library.

## #2 Engage With Your Community

New and longtime community members will see the East Greenbush Community Library as a central hub for resources to engage them with local government, volunteer opportunities, and programs, services, and activities in partnership with community agencies and organizations.



**Why this is important to us...**Survey respondents and others clearly indicated that one way to create the changes they hoped to see in the community was to increase communication between town government, other town groups, and residents. The library can use its existing resources and relationships, as well as data from the survey on where respondents feel the greatest sense of connection in the community, to facilitate connections. A special focus will be on residents who are new to East Greenbush and the United States, who may not have past experience with public libraries or are unaware of the opportunities to participate in civic life.

## #3 Satisfy Curiosity & Stimulate Imagination

Community members will know that when they interact with East Greenbush Community Library, they will have access to resources and experiences that enrich their lives and engage them with new ideas in spaces that allow for both quiet and active uses.



**Why this is important to us...**When people think of “libraries” this is the first service that comes to mind and it continues to be central to the library’s role in the community. East Greenbush Community Library (EGCL) is where people can connect with old friends and favorite reading materials, and encounter new topics or ideas that will broaden their horizons. EGCL staff will focus on making these resources and experiences both relevant and accessible.

## #4 Promote Literacies

Community members will see the value in literacies of all types, from early literacy to digital literacy. Community members of all ages will find services at the library that help them develop or practice a variety of literacy skills, develop their ability to understand and express ideas and opinions, and to succeed in pursuits of interest.



**Why this is important to us...**Working toward this goal will allow us to deepen our relationship with the East Greenbush Central School District to offer programming and services that complement their curriculum-based learning with intergenerational and flexible offerings. Recognizing the fast-paced shifts in what people need to learn and how they learn, this goal positions the library as a partner for beta testing and innovation, as well as providing core early literacy services and programming for children and their caregivers.

## #5 Advance Local Economic Vitality

Local businesses, entrepreneurs, and community leaders will view the library as part of their support system for growth and success in our community.



**Why this is important to us...**Libraries are natural partners for those who are seeking to start or expand a small business. East Greenbush has a challenging small business environment and supporting local businesses can both create new connections between town residents and increase the town’s economic vitality. The library, with its available technology, spaces, and ability to connect people with resources (including mentors or other people who can provide guidance) will explore how it can best support the local business environment.