South Huntington Public Library
Long Range Plan (2021-2024)

<u>Overall Objective:</u>

The library will contribute to the sustainability and resiliency of the community by instituting or maintaining practices that are economically sound, socially just and environmentally responsible.

<u>Priority One:</u>
The library will enhance community programming to provide all ages with opportunities for enrichment, engagement, cultural awareness and lifelong learning.

Goal 1: Increase program attendance.

> Initiative: Offer exit surveys, satisfaction surveys, or feedback forms, so patrons can provide easier comments/suggestions about the program they just attended.

Goal 2: Increase the amount, type and format of programming for all age groups.

> Initiative: Develop a post-pandemic programming plan that includes virtual and/or pre-recorded content as well as in-person programs.

> Initiative: Continue working with neighboring libraries in the Huntington zone to share virtual programming.

Goal 3: Expand our exploration of grant funding for unique programming.

> Initiative: Continue to work through the New York Council for the Humanities to secure grants for community book discussion events.

> Initiative: Explore grants offered through local and national organizations, with a focus on those geared towards diverse populations.

Goal 4: Enhance programming for seniors to provide opportunities for physical activity, socializing, mentoring and lifelong learning.

> Initiative: Develop a forum for senior citizens to share their knowledge and experience with younger generations.

> Initiative: Develop partnerships with assisted living facilities and retirement communities.

Goal 5: Enhance the local history collection by digitizing materials and artifacts to make them accessible through the library website.

<u>Priority Two:</u>
The library will pursue collaborations and outreach projects to strengthen the library's awareness of community needs.

Goal 1: Maintain and enhance Library/School Partnership.

Goal 2: Maintain and enhance cooperative initiatives with the Friends of the Library.

Goal 3: Strengthen connections to all segments of the community.

> Initiative: Participate in local festivals and other community events.

> Initiative: Develop and maintain a relationship with the local business community.

> Initiative: Explore partnerships with community agencies in our area.

> Initiative: Enroll staff in training via the Harwood Institute for Public Innovation and use the knowledge to better engage our community.

> Initiative: Assess community needs through the use of surveys and "community conversations."

<u>Priority Three:</u>
The library will ensure the community is aware of library resources.

Goal 1: Implement marketing strategies to ensure newcomers to our library and existing patrons are aware of our resources.

> Initiative: Develop a "Welcome Packet" for new patrons.

> Initiative: Install improved digital signage in the library facility.

Goal 2: Develop branding guidelines for library marketing and outreach materials to present a cohesive look that can be readily identified as from the South Huntington Library.

Goal 3: Develop a social media policy.

> Initiative: Develop guidelines for staff about posting on social media.

Priority Four:
The library will continually assess all library spaces to ensure that they are safe, sustainable and meet the changing needs of library users and staff.

Goal 1: Ensure spaces exist for all types of needs.

Initiative: Create a seating area at the top of the mezzanine stairs in the Reference Department.

Initiative: Assess the overall AV collection (both adult and children's) and examine the feasibility of reducing and/or combining the collections.

Initiative: Explore the feasibility of providing more shelving in the YA Department, particularly moveable shelving and end cap shelving.

Initiative: Create comfortable seating areas in the Gallery.

Goal 2: Make outdoor spaces as inspiring, inviting and functional as possible.

Initiative: Pursue the creation of a Nature Explorium.

Initiative: Install a second railing on the outer side of the outdoor steps.

Initiative: Pursue additional lighting in the garden.

Initiative: Explore the feasibility of installing electric vehicle (EV) charging stations in the library parking lot.

Goal 3: Become a more experiential and interactive learning environment for users of all ages.

Initiative: Explore the transformation of the media space in the Children's Library into a makerspace/flexible programming space.

Priority Five:
The library will ensure our patrons and staff have access to established and emerging technologies and opportunities to achieve technological literacy.

Goal 1: Investigate new technologies and methods of delivering content.

Initiative: Research technology to facilitate hybrid and virtual programming.

Goal 2: Enhance technology programming and assistance to patrons.

Initiative: The Emerging Technologies Librarian will work with all departments to meet patrons' technology education needs.

Initiative: Promote online learning platforms for popular topics and library services.

Initiative: Create signage in the Technology Center with instructions for using equipment.

Initiative: Research software solutions to facilitate virtual one-on-one tech help appointments.

Goal 3: Provide technology education and assistance to staff.

Initiative: Develop a staff technology curriculum of core technology competencies for all staff. (ebooks, email, scanning, software applications, etc.)

Goal 4: Respond to the broadband and internet connectivity needs of patrons.

Initiative: Assess the level of internet access within the district.

Initiative: Increase awareness of affordable service plans.

Initiative: Investigate the feasibility of providing outdoor WiFi access points in the community.

<u>Priority Six:</u>
The library will foster and preserve a culture of diversity, equity and inclusion for our patrons and staff.

Goal 1: Offer more diverse programming

Initiative: Include programs that are both intergenerational and culturally diverse.

Goal 2 : Develop and maintain an Equity, Diversity and Inclusion Committee

Initiative: Staff Training

Initiative: Conduct a diversity audit of all library collections, policies and procedures.

Initiative: Develop all collections to be culturally responsive.

Initiative: Create displays that reflect our diverse community.

Initiative: Weed materials from the collection that are not historically accurate.

Goal 3: Provide our diverse community with the programs and resources needed to meet personal goals and fulfill their responsibilities as parents, citizens and members of this community.

Initiative: Provide informal "practice your English skills" support groups.

Initiative: Offer citizenship classes.

Initiative: Promote resources available for the differently abled.

Initiative: Start a Madres Program.

Initiative: Increase the number of bilingual programs.

<u>Goal 4:</u> Commit to fostering a staff and board that reflects the diverse cultures, genders and ethnicities of our community.

Initiative: Conduct an assessment to determine any gaps that lie within the governance structure in terms of cultural competency.

Initiative: Provide EDI training opportunities for the Board.

Initiative: Review organizational policies.

Initiative: Determine a structure for equitable, diverse and inclusive board recruitment.