

Aurora Town Public Library Long Range Plan of Service 2019-2023

MISSION STATEMENT

The Aurora Town Public Library exists to serve our community with the best library resources available to enrich, enlighten, and entertain.

VISION

Provide open, equal, and free access to information, as defined by the American Library Association's Library Bill of Rights.

Goal I: Maintain a welcoming and relevant public space for the community.

- A. Apply traditional expertise and changing technology for equitable access to quality library services and materials in a 21st century facility.
- B. Evaluate the effectiveness of the library's programs, services, and collections.
- C. Regularly assess the library grounds, building, furnishings, and configurations.

Goal II: Promote a literate, educated, and cultured citizenry.

- A. Develop a collection of materials and a variety of programs to meet the information, educational, and recreational needs of the community.
- B. Provide equipment, technology, and internet connectivity to address community needs and facilitate access to information. Facilitate access to the local library collection, other library catalogs, as well as to library databases and other online resources.
- C. Build mutually beneficial relationships and partnerships with educational, cultural, and community organizations.

Goal III: Encourage engagement of the community with their library.

- A. Provide access to current library information in print and online, facilitating the understanding of library services, operations, and governance.
- B. Deliver a board-approved, written annual report to the community on the library's progress in meeting its mission, goals, and objectives.
- C. Encourage community feedback and participation through surveys and focus groups to shape future library services, programs, materials, and resources.

Goal IV: Grow membership and advocacy through an active service model.

- A. Partner with local services, educational, and youth organizations, as well as the public and private schools.
- B. Increase public awareness of library services to both established users and underserved/nonuser groups in the community.

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- C. Advertise services, programs, resources, and materials through the library website, social media outlets, press in the newspaper, and outreach at local institutions as well as events.

Goal V: Obtain adequate funding for operation and enhancement of the library.

- A. Be a contributing member of the B&ECPL system to petition elected officials to actively support funding the library's vital role in the community.
- B. Garner grants to modernize as well as enhance the library's offerings and physical plant.
- C. Approach local service organizations and other possible funding sources to underwrite special collections or projects.

Goal VI: Maintain rapport and communication constituencies.

- A. Communicate with the Town of Aurora Supervisor and Town Board, County Legislature, State Representatives, and B&ECPL Board.
- B. Have a representative attend all Association of Contracting Library Trustees meetings.
- C. Support the Friends of the Aurora Town Public Library in augmenting the library's activities and needs.

Adopted by the Aurora Town Public Library Board December 18, 2018.