THE HULBERT LIBRARY
LONG RANGE PLAN 2020-2024

Goal 1: COMMUNITY
Connect people, the Concord community and the library.

- Expand the Hulbert Library’s community and civic engagement:
  - Continue, enhance and improve participation in community events
  - Establish outreach program for children, adults and seniors
- Establish the Hulbert Library as a versatile community center:
  - Align priorities with community wants and needs by offering needs assessment surveys, adjusting/expanding business hours; promote appropriate use of meeting room
  - Strengthen community awareness and highlight the value of the Hulbert Library
  - Extend the reach of the Library to non-users, the underserved and people with special needs
- Cultivate partnerships:
  - Collaborate with community organizations and schools to support interests and needs of community including the Concord Town Board and the Village of Springville
  - Engage local leaders and elected officials in support of the Hulbert Library
  - Cultivate spirit of volunteerism by establishing a “Friends of the Library” that might hold used book sales, future fundraising

Goal 2: RESOURCES
Foster and enhance access to information and ideas.

- Develop and provide resources that address evolving community interests and expectations:
  - Ensure collection relevance through annual patron surveys
  - Introduce new sources of ideas, education and entertainment
  - Engage and utilize staff and board members’ skills, passions and experience on projects
- Explore, develop and implement innovative models of access and delivery:
  - Engage with community using digital communication and social media
  - Increase patron awareness of the library systems online databases and downloadable media

Goal 3: GROWTH AND LEARNING
Stimulate and inspire learning, growth and transformation.

- Strengthen reading readiness by providing materials, services and programs to help ensure children enter school ready to learn
- Cultivate enthusiasm for reading and discovery
- Maximize opportunities for lifelong learning, personal growth and well being
  - Re-envision programs and services for:
    - Parent-child groups; Grandparent-grandchild groups
    - Homeschoolers
    - Single parents
    - Seniors, Caretakers (individual/groups)
• Others - special interest groups, art groups, and outside service groups
• Create displays and exhibits that showcase the Hulbert Library's treasures and rich history
• Champion a culture of books and reading

**Goal 4: INNOVATION AND TECHNOLOGY**
Create and promote discovery through innovation and imagination.

• Promote utilization of technology and digital literacy
• Create engaging and interactive spaces
• Offer programs featuring innovative technology

**Goal 5: ADAPTABILITY**
Adapt and evolve to cultivate a sustainable future.

• Develop an adaptive and responsive culture of service:
  • Explore and promote staff ideas that can enhance customer experience
  • Establish expectations and implement ongoing staff continuing education/mentoring in engagement skills/customer service
  • Identify and build on each staff member's strengths; encourage them to mentor others
  • Establish system to cross-train all staff on each component of job description
• Maximize visibility to promote the value of the Hulbert Library:
  • Utilize traditional strategies and social media
• Ensure fiscal responsibility by practicing due diligence and maintaining transparency and accountability:
  • Establish Finance Committee
• Create and maintain a welcoming, comfortable and safe physical environment:
  • Establish short- and long-term plan for the landscape, including memorial trees, utilizing sustainable gardening techniques
  • Address need for repair and ongoing maintenance of parking lot
• Explore green initiatives to promote environmental sustainability:
  • Convert inside and outside lighting to LED
  • Evaluate energy efficiency of building (heating, cooling)
  • Conduct annual survey/maintenance check of building

Adopted: December 9th, 2021