



# Castleton Public Library

**Enriching Lives, Empowering Our Community, Encouraging Exploration**

## Long Range Plan (2018-2022)

### **GOAL: Secure sustainable library funding.**

- *OBJECTIVE: Explore options for sustainable library funding.*
  - ACTION STEP: Develop a comprehensive fundraising plan in collaboration with the Friends of CPL.
  - ACTION STEP: Explore pros/cons and possible community impact of various public ballot options.
  - ACTION STEP: Plan for a public funding vote.
- *OBJECTIVE: Build support for direct public library funding.*
  - ACTION STEP: Study efforts of other libraries, inside and outside of UHLS, in building support for sustainable public funding in comparable communities.
  - ACTION STEP: Work with area stakeholders, including school district, town/village governments, partner libraries, and other organizations to increase base of support for public funding.
  - ACTION STEP: Develop and conduct sustained public relations campaign, in cooperation with community stakeholders, to build broad support for the library in the community in advance of public ballot measures.
  - ACTION STEP: Publicize budget online, in printed annual report to community, and to community stakeholders.

### **GOAL: Improve the library's community outreach and visibility.**

- *OBJECTIVE: Increase the library's presence in the community.*
  - ACTION STEP: Perform a staffing analysis. Increase staff to enable increased outreach efforts.
  - ACTION STEP: Create a comprehensive marketing plan that addresses objectives, target audiences, brand identity and key messages, strategies, and roles/responsibilities.
  - ACTION STEP: Increase collaboration with current community partners and build relationships with additional organizations in the community and region.
  - ACTION STEP: Increase library presence and involvement at local/regional events, and increase use of off-site community spaces for library-sponsored classes and events.
  - ACTION STEP: Increase and improve early literacy programming and outreach.

- *OBJECTIVE: Increase the library's service and outreach to underserved populations.*
  - ACTION STEP: Expand book delivery service to homebound residents, senior communities, and underserved communities within the Village of Castleton and the Town of Schodack.
  - ACTION STEP: Explore options to improve the library's wifi.
  - ACTION STEP: Explore opportunities to increase wifi access in the community, through loan of wifi hotspots and/or using TV whitespace.
- *OBJECTIVE: Increase library trustee visibility in community.*
  - ACTION STEP: Establish memorandum of understanding with Friends of CPL to develop and combine advocacy efforts.
  - ACTION STEP: Develop and implement library trustee attendance rotation for Village of Castleton and Town of Schodack meetings.
  - ACTION STEP: Increase library trustee presence at events in local community and region.

## **GOAL: Maximize usage of library space and increase available library space**

- *OBJECTIVE: Improve existing library space.*
  - ACTION STEP: Renovate Library Annex to serve as multi-purpose smart meeting room and activity space.
  - ACTION STEP: Explore possibility of renovating Village Hall hallway to add lighted art display cases and water fountain and update walls, flooring, doors, restroom, and lighting.
  - ACTION STEP: Work with Village of Castleton to explore options for central heating/cooling of Village Hall.
  - ACTION STEP: Explore possibility of installing internal or external elevator to increase access to second floor.
- *OBJECTIVE: Work with Village of Castleton to improve parking at Village Hall and adjacent parking areas.*
  - ACTION STEP: Work with Village of Castleton to explore possibilities for expansion of parking at Village Hall.
  - ACTION STEP: Work with Village of Castleton to improve current parking signage and lighting at Village Hall, on streets adjacent to Village Hall, and in existing Village parking lot on Main Street.
- *OBJECTIVE: Explore options for library expansion.*
  - ACTION STEP: Work with Schodack Central School District to explore the possibility of a library branch in the former middle school.
  - ACTION STEP: Work with Village of Castleton to explore expanding library space within Village Hall.
  - ACTION STEP: Explore opportunities to expand to additional buildings in Village of Castleton and/or Town of Schodack.