Long Range Plan (2023-2026)

GOAL: Redefine the library's image and increase connections in Castleton/Schodack

- *OBJECTIVE: Improve the library's marketing efforts.*

    o ACTION STEP: Create a comprehensive marketing plan that addresses objectives, target audiences, brand identity and key messages, strategies, and roles/responsibilities.

    o ACTION STEP: Redesign and improve the library's website.

    o ACTION STEP: Explore options for rebranding the library and creating a library logo.

- *OBJECTIVE: Strengthen the library's connection to the Castleton/Schodack community.*

    o ACTION STEP: Increase collaboration with current community partners and build relationships with additional organizations in the region.

    o ACTION STEP: Increase library presence and involvement at local/regional events.

    o ACTION STEP: Increase use of off-site community spaces for library-sponsored classes and events.

    o ACTION STEP: Increase the frequency of visits to meetings of local civic groups and government entities to highlight library programs and services.

GOAL: Expand and improve the library's classes, events, and services

- *OBJECTIVE: Expand library classes and events in accordance with patron and community feedback.*

    o ACTION STEP: Use responses from 2023 Community Survey to evaluate and improve current events, services, and collections, and to implement new offerings.

    o ACTION STEP: Create and utilize a program evaluation form for patrons to complete after attending a library class or event, to encourage feedback about current offerings and gather suggestions for new offerings.

    o ACTION STEP: Explore ways to collect data from people in the library's service area about the audience levels and types of programming that would be of interest in the community, including timing and location options.

- *OBJECTIVE: Expand outreach services.*

  - ACTION STEP: Expand book delivery service to local homebound residents, senior communities, and senior centers.

  - ACTION STEP: Partner with local K-12 schools, school-affiliated aftercare programs, and preschools to increase library-sponsored programs and services at school sites.

  - ACTION STEP: Explore ways to provide outreach services to people defined by NYS as target populations for outreach efforts, including people with visual, physical, learning, or developmental disabilities; people who are educationally disadvantaged; people who are unemployed or underemployed; members of ethnic or minority groups in need of special services; people who are geographically isolated; at-risk youth.

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

- *OBJECTIVE: Improve existing library space and maximize use of current space.*

  - ACTION STEP: Examine the layout and design of the library interior to identify any possible improvements to better meet patrons' needs.

  - ACTION STEP: Maximize the use of library space as program space by expanding the number of public programs held in the building during hours that the library is closed.

  - ACTION STEP: Increase access to existing library space by adding Sunday service hours.

- *OBJECTIVE: Work with Village of Castleton to improve space in Village Hall.*

  - ACTION STEP: With the Village of Castleton, make accessibility improvements to the rear entrance to the building and assure that rear door remains unlocked during the library's hours of operation.

  - ACTION STEP: Work with Village of Castleton to improve and enhance the outdoor space at Village Hall.

  - ACTION STEP: Work with Village of Castleton to improve current street and building signage at Village Hall.

- *OBJECTIVE: Explore options for library expansion within Village Hall.*

  - ACTION STEP: Work with Village of Castleton to explore possibility of installing internal or external elevator to make second floor fully accessible.

  - ACTION STEP: Work with Village of Castleton to explore expanding library space within the upstairs area of Village Hall.