

North Castle Public Library

Long Term Strategy

“Our Path Forward”

Updated November 2014





Overall Vision for the North Castle Public Library

Establish our library as the community's
preeminent educational and cultural
community hub.

What we want our Library to be:

A Highly Used and Respected “Community Center for the Mind”.

- Providing and growing services for everyone -- Youth, Adults and Families.
- A Literary and Cultural Community Center.

A Literacy Facilitator.

- From Early Childhood Through Life.

A Cultural Hub.

- Encourage and support theater and other cultural organizations like The Armonk Players, Small Town Theatre Company, Hudson Stage Company....

A Catalyst for Community Interaction and Improvement.

- Leverage events like the Armonk Outdoor Art Show and Road Race to encourage community interaction and improvement.

Extend Hours For Greater Convenience; “Available 24 x 7”.

We want to Improve Everyone’s Lives

Overall Objective for the North Castle Public Library

Significantly increase the number of residents using the North Castle Public Library, broaden recognition of the library's vast array of services, and encourage greater usage of all the library has to offer.

Strategic Initiatives

We have seven major initiatives and one key enabler that will transform our Library:

Strategic Initiatives

- Grow our circulation.
- Expand our “Virtual Library.”
- Increase and improve library programming.
- Extend our community outreach.
- Build an “Army of Library Advocates” to help market our library.
- Support our employees through robust staff development.
- Use measurements to drive our library transformation.

Key Enabler

- Modernize our facilities and make them more flexible.

Strategic Initiative: Grow Circulation

Increase our total library circulation.

Goal:

- Grow library usage so it's in the top 20% of all Westchester County libraries.

Actions Required:

- Better understand community needs and wants and inhibitors to circulation growth – library users and non-users.
- Restructure financials to enable increased funding for our materials collection – physical and electronic.
- Improve marketing of our collection.

Proposed Measurements:

- Total Circulation Growth.
- Collection Turnover.
- Comparison of collection, circulation and turnover to other libraries.

Strategic Initiative: Virtual Library

Expand Our Virtual Library with a Broad Range of Digital Offerings and Services.

Goal:

- Create a comprehensive and intuitive virtual library with excellence in feature set and design.

Actions Required:

- Better understand the community's electronic needs and wants – library users and non-users.
- Identify and implement required “Virtual Library” components – modern website, digital collection, robust databases, search/discover, customer service, networking, education, other.
- Establish a strong 24/7 hour operation.
- Grow staff skills to create and manage our “Virtual Library”.

Proposed Measurements:

- Member usage statistics and qualitative feedback.

Strategic Initiative: Library Programming

Continue the successful growth of our Library's programming for all demographic groups – children, teens and adults/seniors.

Goal:

- Double program attendance within five years – 30,000 attendees per year by 2016.

Actions Required:

- Better understand community programming needs and wants – library users and non-users.
- Attract/develop new programming.
- Renovate the library facility to comfortably enable existing and additional programming.

Proposed Measurements:

- Program Attendance (Live and Archived). Attendance per program.

Strategic Initiative: Community Outreach

Build partnerships with other community organizations that are mutually beneficial and that help grow our Library's role as a community educational and cultural hub.

Goal:

- Create three new partnerships per year with other community organizations.

Actions Required:

- Identify and develop mutually beneficial partnerships.
- Develop other mutually beneficial relationships.

Proposed Measurements:

- New partnerships formed. Future focus on partnership effectiveness.

Strategic Initiative: Marketing

Promote Two-Way Communication of our Library's Offerings and Services.

Goal:

- Grow library usage so it's in the top 20% of all Westchester County libraries.

Actions Required:

- Better understand community needs and wants.
- Build marketing plan and offerings/services that meet these needs and wants.
- Communicate and promote library services
- Ensure required staff development.

Proposed Measurements:

- Increased library usage for both new and existing services and for programming.

Strategic Initiative: Staff Development

Ensure the staff's ability to implement and manage the long term strategy, with particular emphasis placed on both ability and attitude.

Goal:

- Develop a library staff that is able to achieve our library's goals and ensure that all employees are given every opportunity to grow to their full ability.

Actions Required:

- Build and maintain a culture of leadership, empowerment and achievement.
- Enable staff with appropriate development and training.

Proposed Measurements:

- Achievement of Library goals/targets.
- Customer satisfaction.

Strategic Initiative: Measurement

Identify and implement library measurements tied to the achievement of the Library's long term strategy.

Goal:

- Set of measurements that enable the staff to identify areas of opportunity and weakness at the library.

Actions Required:

- Identify and implement robust measurement management.
- Benchmark measurements against WLS and nationwide libraries.
- Ensure dissemination of information to staff and library trustees.

Proposed Measurements:

- Creation of a comprehensive set of measurements.

Strategic Enabler: Facility Improvement

Ensure that our Library facility is flexible and capable of supporting the change required by our long term strategy initiatives.

Goal:

- A facility that can support the change driven by the library strategy.

Actions Required:

- Renovation of our Children's Rooms.
- Expansion of our North White Plains facility.
- Increase dedicated programming space in both of our branches.

Proposed Measurement:

- Facility utilization

Next Steps:

- Execute plans to grow circulation and programming.
- Build and execute plans to renovate our Armonk Children's Room and our North White Plains branch.
- Expand our "Virtual Library."
- Build and execute a robust marketing plan to promote our library and its services and programs.

The Board of Trustees wants to thank all supporters of our library. You inspire us to improve with every visit and every suggestion.

- We are committed to ensuring that our library has a significant positive impact on our community.
- The strategy described above gives us a roadmap that will enable us to strengthen our library's position as a major educational and cultural hub within our community.
- We ask for all members of our community to make the library their own. Please visit, feel free to suggest improvements, and help us improve our service to you.