



# NCPL Long-Range Plan

JULY 2023



# Introduction

What an exciting time to focus on the task of creating an updated Long-Range Plan for the North Castle Public Library!

We embarked on this project in mid-2022, recognizing the importance of respecting our past and looking toward the future. The end of the global pandemic created the challenge of bringing patrons accustomed to online resources, curbside book pickups, and remote programs back into the Library.

The well-deserved retirement of key, long-term employees, including Library Director Edie Martimucci, Reference Librarian Mary Johnson, and Groundskeeper Steve Gallo, posed additional significant challenges.



# Introduction

Kathryn Feeley joined us as Director in June 2022, coinciding with a period of turnover in the Board of Trustees. This marked the beginning of our efforts to form a planning committee, assess our current state, define goals, and create a plan for the Library's future.

A team of stakeholders was assembled, including representatives from Library staff, the Board of Trustees, the Town Board, and Friends of the North Castle Public Library. In February 2023, Kathryn led a well-attended public workshop that provided valuable insights and shaped our main objectives: **Library Collections, Facilities, Programming, Staffing, and Marketing.**

These five objectives reflect the core values which will guide our future and form the basis of our Long-Range Plan.



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# Vision Statement



Establish the Library as our Community's preeminent educational and cultural hub.



The North Castle Public Library exists to provide a wide range of superior educational and cultural services to the residents of North Castle in an open and non-judgmental environment.

# Mission Statement





# 2022 Statistics



**52,136**

Books in circulation



**128,717**

E-Books available



**81,941**

Patron visits



**27,298**

Program attendees

"Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve and contribute to improving our quality of life."

- Sidney Sheldon

*Statistics taken from 2022 NYS Annual Report*



# Objectives

## Collections

Provide a variety of library materials across the range of our patron age groups

## Programming

Enhance our ability to provide tailored programs by understanding and engaging our community to increase program attendance

## Facilities

Ensure that the NCPL facilities meet the needs of our community

## Staffing

Create a staffing plan that supports current services and expanded hours while developing strategies, training, and career advancement

## Marketing

Increase community awareness of collections, resources, services, and programs

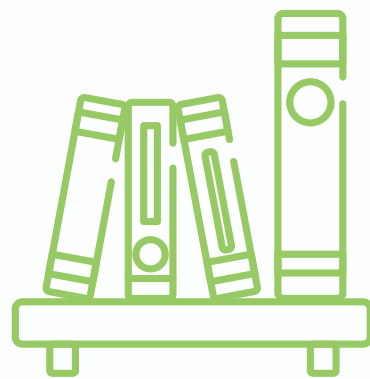




# Collections



Provide a variety of library materials across the range of our patron age groups



## Collection Development

- Enhance the Library's collection to meet patron needs
- Increase the availability of popular titles by ordering additional copies
- Develop an exclusive collection for NCPL cardholders
- Drive the integration of collections to highlight areas of interest



## Grow Electronic Collections

- Expand digital collection accessibility and discoverability
- Align budget priorities with evolving patron material usage patterns
- Promote and provide training on digital platforms



## Diversify Lending Collection

- Create a "Library of Things"
- Explore collections of non-traditional materials
- Revive and expand our seed library



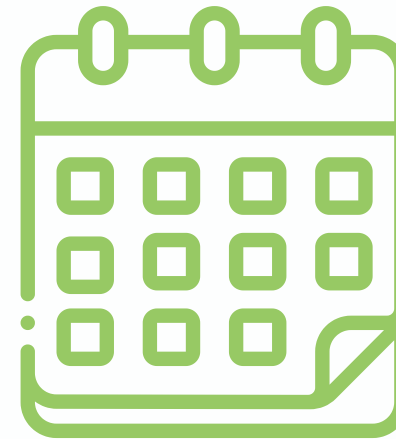
# Programming

Enhance our ability to provide tailored programs by understanding and engaging our community to increase program attendance



## Programming Evaluation

- Survey in-person, virtual, and hybrid programming needs
- Evaluate current program offerings and shift priorities accordingly
- Redevelop partnerships with other libraries



## Develop Programming Schedule

- Attract and develop new programming
- Create a variety of program series
- Develop programming to increase participation diversity



## Seek Partnerships

- Create programming partnerships throughout the community to foster outreach opportunities



# Facilities

Ensure that the NCPL facilities meet the needs of our community



## Facilities Audit

- Assess and prioritize facilities upgrades
- Create additional multi-use spaces
- Improve and expand staff work and preparation spaces
- Incorporate additional storage

## Furniture Audit

- Inventory furniture and fixtures
- Assess immediate furniture and fixture needs to maintain clean, current, and aesthetically pleasing spaces
- Develop an ongoing plan for replacement and maintenance

## Signage Audit

- Evaluate signage requirements
- Adopt signage with consistent language and font
- Install updated signage across Library locations

## Extend Library Hours

- Determine the need for expanded hours
- Incorporate trial extended hours
- Implement and adjust extended hours accordingly



# Staffing

Create a staffing plan that supports current services and expanded hours while developing strategies, training, and career advancement



## Staff Assessment

- Conduct a salary survey study to ensure staff is paid competitively
- Determine staffing required to expand hours
- Assess the need for additional staffing and incorporate into budget process



## Staff Development

- Identify core skill sets to meet changing and expanding demands
- Emphasize and encourage staff to participate in professional development



## Staff Expansion

- Evaluate current staff and promote internally when possible
- Recruit and hire staff, including:
  - Librarian I
  - Librarian II
  - Library staff assistant (Marketing)



# Marketing

Increase community awareness of collections, resources, services, and programs



## Develop Branding

- Create a brand identity, including the use of consistent fonts, colors, and logos
- Audit materials to create checklist for updates
- Launch and implement brand identity across digital assets and materials



## Develop Campaigns

- Coordinate the creation of a Library marketing calendar that tracks activities and events
- Increase awareness and engagement of programming and collections through the creation of email and social media marketing campaigns
- Focus on creating consistent, scheduled communications



## Empower Staff & Patrons

- Train staff on marketing best practices
- Communicate marketing efforts and increase patron participation
- Appoint a Library Board liaison to the Town of North Castle Tech Task Force



# Reporting



We are committed to a long-range plan that prioritizes accountability to our community.

Annually, we will provide high-level reports on our strategic efforts, highlighting key metrics and their alignment with our objectives.

A monthly review of library visits and objective efforts during Board meetings underscores our dedication to aligning efforts with evolving our community's priorities.



# With Gratitude

We would especially like to thank the following individuals for their significant contributions to this effort:

**Library Director, Kathryn Feeley,**

to whom we are so grateful for her hard work, competence, and dedication.

**Susan Greico, Angela Cooke, and Roxanne Guzman**

Library Staff Members

**David Fromm and Susan Goldstein**

Friends of the North Castle Public Library

**Saleem Hussain**

North Castle Town Board Liaison to the Library Board of Trustees





# Thank you.

North Castle Public Library Board of Trustees:  
Kim Longo, President  
Megan Wilt, Vice President  
Dean Roseti, Treasurer  
Diane Borgia, Secretary  
Annie Gala  
Steven Harrison



See you at the Library!

