

Sherrill-Kenwood Free Library (SKFL) 2024-28 Strategic Plan

Planning Summary

Input for the strategic plan was gathered throughout 2023 through a public survey and discussions with the staff and Board of Trustees of Sherrill-Kenwood Free Library (SKFL). The public survey was conducted both in print and online formats, with the online survey conducted via Google Forms. This plan will be reevaluated by the planning committee annually to assess progress and continued applicability and to enhance with additional actions. Progress against the plan will be reported as part of the Director's Report at future SKFL Board Meetings.

1. Purpose

To establish a set of goals and objectives that creates a framework for Sherrill-Kenwood Free Library's future, and cementing the library as a focal point for our VVS community. This Long Range Plan will provide a guide for actions necessary to meet these goals.

2. Mission Statement

The mission of the Sherrill-Kenwood Free Library is to provide materials, programs, and a community center to meet the educational, cultural, recreational, and informational needs of all members of our community.

3. Vision

To empower our community through knowledge, innovation, and inclusive access to information.

4. Long Range Goals and Objectives

Outreach and Community Collaboration

Establish Sherrill-Kenwood Free Library as a focal point for our VVS community by forming strong partnerships with individuals, public and governmental agencies, community groups, educators, and businesses.

Objectives:

- Develop strong relationships with Vernon Library, VVS CSD, local preschools, the City of Sherrill, Town of Vernon, Town of Verona, and various special interest groups throughout our VVS community to promote programs, services, and partnerships
- Investigate the implementation of a smart locker in Verona, creating a convenient access point for Verona patrons to freely pick up library materials on a 24/7 basis
- Investigate the implementation of a home delivery service, bringing library materials directly to patron homes throughout our VVS community
- Increase library visibility throughout our VVS community

- Operate as a collection hub for local organizations that offer community support services
- Elicit community feedback on issues or potential services

Public Relations & Communication

Promote our library's collection and services to ensure maximal community usage and involvement.

Objectives:

- Develop new website
- Develop eNewsletter
- Investigate feasibility and implementation of print newsletter
- Expand social media presence
- Increase digital signage in library building
- Identify and build relationships with local groups that can assist with community engagement efforts
- Increase press releases to local papers
- Update library mission statement; investigate rebranding and/or name change of SKFL

Buildings and Grounds & Accessibility

Maintain and improve our physical space so that it is safe, clean, welcoming, and accessible for programs and services.

Objectives:

- Provide ongoing maintenance, repairs, and maintain building systems per contractual agreements (HVAC, sprinkler). Schedule and maintain inspections of elevator, fire extinguishers, and electrical systems. Provide maintenance staff with updated equipment and tools
- Develop timeline for maintenance of building via capital projects, primarily funded via NYS Construction Grants
- Evaluate current maintenance of grounds and identify and implement improvements to grounds maintenance
- Review the accessibility of the library building, and make accessibility improvements to ensure the comfort and safety of our patrons
- Investigate building preparedness for serving as community center during emergency
- Periodically review space and function allocations to reflect community needs and demands

Collection Goal

Strive to develop a collection that is reflective of the needs and wants of the community we serve.

Objectives:

- Provide access to materials in current and emerging formats
- Select materials to support the Library's mission
- Improve access to materials through reorganization and weeding the collection as necessary
- Build a more inclusive collection by identifying gaps in representation, highlighting areas for improvement, and selecting titles that reflect our diverse world
- Monitor monthly and annually those services which lend themselves to statistical analysis: circulation, discards, and patron requests

Programming Goal

Seek to be a source for quality instruction and programs to support individual and community growth.

Objectives:

- Offer a wide variety of high quality programs and materials to meet the needs and interests of all age levels
- Encourage participation and input from the community through surveys, social media, email, and open communication concerning program ideas
- Develop off-site programming
- Monitor monthly and annually those programs which lend themselves to statistical analysis: number of programs offered by age group, attendance by age group, and other demographics

5. Assessment

For the duration of this plan, SKFL will review the progress made on a biannual basis. Towards the middle of each calendar year, SKFL will track and reflect on its progress towards the actions identified by our strategic plan. Towards the end of each calendar year, SKFL will undertake a similar reflection to assess progress made over the year as well as to identify actions for the coming year that will further our progress towards this plan. These reviews will be reported via the Director's Report at future SKFL Board Meetings, and via a reflective report to our community.