

VALLEY COTTAGE LIBRARY

Valley Cottage Library's Strategic Plan 2019-2023



The Valley Cottage Library celebrated its 60th anniversary in 2019. From a one room store front located in the hamlet center to its present edifice, Valley Cottage Library continually strives to be an excellent place to satisfy curiosity, be inspired, and connect with others.

THE PLANNING PROCESS

In 2017, the Library Board of Trustees hired Simply Strategic Consulting to assist us with the process of developing a strategic plan. Staff, Board, and the public were invited to participate in Focus Groups and surveys to discuss the future of the library, identify priorities and set a strategic direction. Information generated during the discussions and obtained from the community survey informed the development of the plan.

IDENTIFIED PRIORITIES

Based on feedback from our community members and staff, the Board of Trustees has identified the following priority areas for the library over the next three years:

- Improve the user experience
- Provide technology to support the library and the community
- Staff and Board development and training
- Ensure ongoing fiscal health of the library

The Mission

The Valley Cottage Library is dedicated to providing a welcoming environment in which materials and services support and enhance the educational, artistic, professional, personal, and recreational needs and interests of the community.

PRIORITIES AND OBJECTIVES

to help achieve the library's mission

During the next few years, the Board of Trustees and staff of the Valley Cottage Library will focus on the following priorities to meet changing needs and achieve the library's mission.

PRIORITY ONE

Improve the user experience for all Library patrons.

It is important to the community and the Library Board that we maintain and build on the welcoming experiences our patrons so highly regard. In order to reach a diverse community we need to evaluate and ensure the layout and design of the library, as well as, ensure our collections and staffing accommodate their different needs.



PRIORITY TWO

Provide technology to support the library and the community.

It is important that our staff and community have access to state-of-the-art technology to assure a vibrant and thriving library.

PRIORITY THREE

Staff and Board Development and Training.

The staff has been identified by our patrons as one of our strongest assets. The patrons find the library staff knowledgeable, friendly, and welcoming. Therefore, it's important to continue nurturing a culture that allows staff to thrive by providing opportunities for professional growth.

PRIORITY FOUR

Ensure the ongoing fiscal responsibility and health of the Library

In order for the library to thrive and reach the priorities identified above we must maintain a strong financial base while providing the funding needed to reach our goals within budget and on an appropriate timeline.

MEASURING SUCCESS

Each year, library staff and Trustees will schedule time to assess their progress in fulfilling this plan. Priorities and objectives will be modified depending on feedback from the community and circumstances during the planning cycle. The results of the annual assessment will be shared with the staff and library stakeholders. In evaluating its success, the library will begin or continue to:

- Measure levels of community satisfaction
- Measure and analyze customer use
- Monitor staff and Board development
- Monitor levels of support

