

STRATEGIC PLAN 2020



Clifton Park-Halfmoon
Public Library



WELCOME

We are happy to share this update of the Clifton Park-Halfmoon Public Library's Strategic Plan. This updated document provides our patrons with insight into the Library's goals and priorities for the next three years. The plan is more streamlined, but still retains its focus on meeting the needs of our patrons and strengthening the Library's position as the heart of the community.

The Library has been busy the past three years implementing many of the projects identified in the last plan. More importantly, we received more than **1,200** patrons a day, answered almost **49,000** questions, circulated over **750,000** items and welcomed more than **30,000** people to **1,4000** programs. Despite all this activity, we are ready for more!

The Board of Trustees and staff take our stewardship of this wonderful library very seriously. We will:

- Provide a safe and welcoming space to all members of this community.
- Promote all forms of literacy, providing patrons with the tools they need to navigate our world.
- Continue to host and publicize events and amplify the diverse interests of those in our community.
- Nurture the innate curiosity of anyone who enters our doors by supporting all types of learning.

The Clifton Park-Halfmoon Public Library is the heart of our community. We hope you agree that the goals and projects identified in this plan will only strengthen the Library and we look forward to working with you to continue making such wonderful things happen.

ACCOMPLISHMENTS SINCE 2016

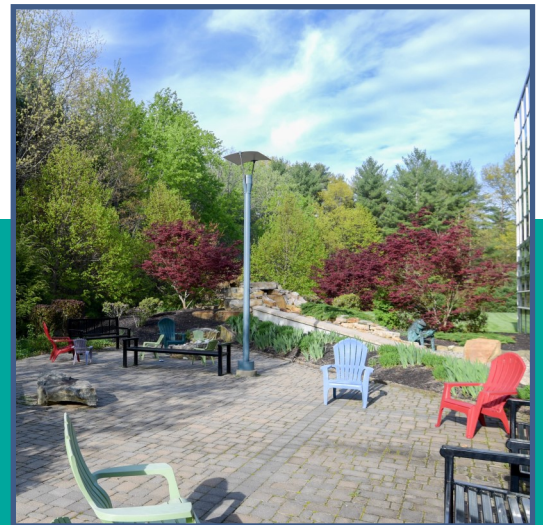
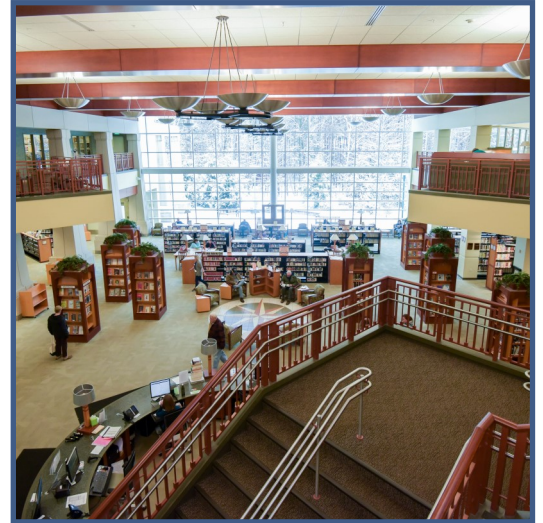
TASK	EFFORT	COMPLETE	ONGOING
Facilitating Community Conversations; Community Partnership Developments; Words of the World; Special Needs Resource Clearinghouse; Community Gardening	Real Talk Series, Active Shooter Drills, Saratoga Bridges, Cheryl's Lodge.	✓	
Café Feasibility Study; Reading Garden Access and Use	Café area with hot beverage machine installed; cold drink & snack vending machines added; increased access to Reading Garden.	✓	
Marketing and Rebranding; Digital Signage Management System; International Friends; Evaluation of Existing Programs & Services; Bikes & Books	New branding and website; new events calendar; programs and community; new bike racks.	✓	
Satellite Events; Digitize/Podcast Library Programs	Participation in community events; digitization of select programs.	✓	
Library on the Go	Three Little Free Libraries installed in community parks.		✓



INTRODUCTION

In 2016, the Library embarked on creating a Strategic Plan to guide us into the future. The Library and community members engaged in a six-month process that included conversations and workshops designed to develop the Library's vision, mission, and goals. Goals were identified, along with strategies for realizing each goal and projects to implement the strategies. Since 2016, the Library—guided by our Strategic Plan—has taken great strides towards reaching the goals outlined by the Board, staff, and the community.

The intent of the Strategic Plan was to create a “living” plan—one that would provide a road map but also be adaptable as times changed. In 2020, the Library is taking the time to pause and consider what we've accomplished, what our community looks like now, and what our future direction should be. As we did in our initial strategic planning process, we have asked our staff and community to share their thoughts with us. Their ideas have been incorporated into this revised Strategic Plan that will help us not only reach new milestones, but continue to realize our vision for the communities of Clifton Park and Halfmoon.



OUR VISION

The Clifton Park-Halfmoon Public Library is at the heart of our community; the go-to place to meet, learn, and do.

OUR MISSION

The Clifton Park-Halfmoon Public Library fosters community connections by providing the space and resources for patrons to be educated, enriched, and entertained.

PRINCIPLES

The principles are a guide and framework for determining the governance, policies, and services of the Clifton Park-Halfmoon Public Library.

- Practice Responsible Stewardship
- Provide Safe and Welcoming Spaces
- Promote All Forms of Literacy
- Amplify Community Interests
- Support Continuous Learning

GOALS & STRATEGIES

CONNECT AND COLLABORATE

- Work with post-secondary and vocational institutions, community organizations, patrons, and the Friends of the Library to explore, develop, and maintain strategic partnerships.
- Create opportunities for patrons to provide meaningful service to the Library and help develop programs and services that further address the interests and needs of the community.
- Cultivate creative ways for patrons and the community to engage with our resources.
- Leverage technology to facilitate connections within and between our community and others.

MAXIMIZE LIBRARY ACCESS: INSIDE, OUTSIDE, AND VIRTUAL

- Expand the reach of the Library in the community by offering satellite events and embedded librarians at outside venues and exploring other creative extension opportunities.
- Use flexible physical and virtual spaces inside and outside the Library to support the concept of a “community commons” or “Third Space.”
- Incorporate environmentally sustainable “green” elements in the development of physical spaces, collections, and services.
- Use technology to foster inclusion and expand access to knowledge and opportunity for all.
- Refine and expand Library marketing and outreach activities to ensure community awareness of and participation in Library programs and services.



GOALS & STRATEGIES

CREATE AND DELIVER COLLECTIONS, PROGRAMS, AND SERVICES

- Support learners of all ages and backgrounds with innovative educational programming and resources.
- Facilitate the development of patron-run programs by enlisting, training, and engaging community volunteers to help expand the Library's capacity for program delivery.
- Make collections, programs, and services as easy to access as possible.
- Supplement existing collections to enhance accessibility, diversity, and inclusion.

DEVELOP PEOPLE AND THE ORGANIZATION

- Create a culture of continuous learning that encourages thoughtful innovation and experimentation.
- Offer varied professional development opportunities for the Board of Trustees, leadership, and staff.
- Cultivate connections between Trustees and library staff.
- Continuously refine the Library's organizational structure to maintain alignment with strategic Vision, Mission, Principles, and Goals.
- Utilize current and best technologies and systems to achieve greater productivity, efficiency, and quality of service for the benefit of our community.



ENVISIONING THE FUTURE

“Telling Our Story”

Today’s Library is the heart of our community--a gathering place and multi-purpose public resource with collections and patrons young and old that combine to make it a unique and vital part of our *two-towns* community. We are excited to begin the next 50 years with a vision and commitment to be even more responsive to the needs of our patrons and communities, as we all adapt to our rapidly changing world.

Our envisioned future includes the continued expansion of the Library’s role *beyond books*, as it emerges as a central hub for community action. We will:

- Be a point of trusted information, supporting the learning and civic needs of the community.
- Strengthen and expand the Library’s role as a place of discovery where people have the freedom to explore and connect with each other, books, new ideas, and experiences.
- Be a trusted space--a welcoming, safe, and neutral gathering place for a broad range of purposes with the ability to facilitate people operating individually and in groups.
- Foster engagement and connection with all members of our diverse community.
- Continue to support the wide array of activities, meetings, lectures, performances, and programs patrons have come to expect, and that are open to all who wish to participate.

The Clifton Park-Halfmoon Public Library will continue to be the heart of the community, the go-to place to meet, learn, and do.



CLIFTON PARK-HALFMOON PUBLIC LIBRARY AT A GLANCE



YOUR LIBRARY BY THE NUMBERS

Total Budget:
\$4,576,944



2,050 items borrowed
per day



85,526 ebooks,
audiobooks, and other
digital downloads

- Nearly 2,500 new library cards issued in 2019
- 43,513 active library card holders



160 tech tutoring sessions
36,770 public computer uses
55,340 wireless sessions



48,714
reference
questions
answered

Through outreach
services provided by
the Library, more than
1,568 items were
delivered to those who
cannot leave their
homes.



1,200+
VISITORS
EACH DAY



1,400 programs
for children,
teens, and adults
attended by 30,000+ people

163 English Language
Learning Classes



Nearly 500 community
organizations booked
rooms 1,200 times

Visits from
New York Times
bestselling authors:

Louise Penny
Lisa Wingate
Gordon Korman



25 online
databases;
10,600 logins

53 Outreach events for more
than 5,000 people

Total collection
(including print & media):
164,356 items



Museum passes
borrowed 1,017 times

Data as of 2019