



ELLENVILLE PUBLIC LIBRARY & MUSEUM 2022 – 2027 PLAN OF SERVICE





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SUMMARY

SECTION I: SUMMARY

Ellenville Public Library & Museum was chartered in 1893 as a school district public library with a collection of some 1000 titles. Our community and the library have grown and changed over the past 130 years, but EPL&M remains committed to our vision “to be the best library we can be, to inspire and engage our community.”

Our community is economically and ethnically diverse. The pandemic created challenges and opportunities for the safe delivery of library services. It also highlighted the continuing digital divide that affects many of our neighbors. The library’s motto ‘Yesterday, Today, Tomorrow, Ever Forward’ and our tree logo exemplify our aim to build on the strong roots of the past while adapting and growing to serve our community as it follows new pathways to the future.



SECTION II: MISSION STATEMENT

The mission of the Ellenville Public Library & Museum is to provide resources, service and public programming of the highest possible quality to meet the ongoing informational, educational, cultural and recreational needs of our broadly diverse community. Ellenville Public Library & Museum is committed to preserving the past while pursuing technological innovations with which to best serve the current and future needs of our patrons and visitors.



SECTION III: GOALS

EPL&M surveyed the community in 2021 and 2022 to learn how the library could best support the community through its changes. The following goals are based on the feedback.

GOAL 1: Improve Community Engagement

GOAL 2: Increase Marketing

GOAL 3: Expand Technology Access and Education

GOAL 4: Develop services and programs to meet demographic changes within the library service area

GOAL 5: Facilitate Staff Development

GOAL 6: Invest in community historical preservation and education



SECTION IV: STRATEGIES, ACTION STEPS & MEASUREMENTS

GOAL 1: IMPROVE COMMUNITY ENGAGEMENT

Strategy 1: Be an active participant in community events and school activities

Action Steps:

- a) Register the library to participate in community events
- b) Marketing materials will be produced by the library that will showcase services to students, parents, and teachers
- c) Marketing materials will be distributed to showcase programs and services related to the community event

Measurement:

By 2027, 40% of people participating in a library program will have heard about the program at a school activity or community event.

Strategy 2: Library staff will attend community organization meetings

Action Steps:

- a) Develop a yearly calendar for community organization meetings
- b) Designate library staff members to attend community organizations meetings
- c) Actively marketing library programs and services during the organization's meetings

Measurement:

In 2022, the library staff will attend one community organization meeting and increase attendance at community organization meetings by one additional organization each year

GOAL 2: Increase Marketing

Strategy 1: Staff will promote library services at community events, and ask individuals and organizations to subscribe to the EPLM's e-newsletter

Action Steps:

- a) Seek out community events that the library can participate in
- b) Create a calendar to maintain staff awareness of events and designate staffers to attend events
- c) Offer a sign-up sheet for the e-newsletter at community events
- d) Educate community members about the ability to subscribe to the EPLM's e-newsletter via local organizations' marketing venues

Measurement:

Library staff will attend a minimum of 4 community events each year

Strategy 2: More opt-ins to EPLM's digital newsletters and email lists will be offered at events, via displays

Action Steps:

- a) Develop posters for tabletops with QR codes for the digital newsletter sign up
- b) Develop bookmarks and giveaway pieces with information linked to a newsletter or email list
- c) Make sure EPLM's e-newsletter sign-up has a "where did you hear about" question
- d) Try to include the opt-in to EPLM's e-newsletter or email list in all social media posts and other advertising

Measurement:

By 2027, 50% of subscribers will say they heard about the digital newsletter at a community event.

COMMUNITY
TARGET
SUPPORT
WORK
RESEARCH
INNOVATION
SERVICE
CONTENT
TARGET



GOAL 3: Expand technology access and education

Strategy 1: Offer digital navigator services in the library to help the public use technology to meet their needs

Action Steps:

- a) Staff member(s) trained as digital navigators
- b) Advertise service in press releases, newsletters, flyers, and social media

Measurement:

This program will serve at least 2 people per month

Strategy 2: Develop programs/share guides to educate the public about safely using existing and developing technologies, i.e. avoiding online scams, safely paying bills online, and using e-government resources

Action Steps:

- a) Identify technology education topics
- b) Develop hands-on technology classes
- c) Identify resources/program providers for a program

Measurement:

The library will offer 2 new programs a year that educate the community about safety and technology
The library will increase its offerings of safety guides on different topics by 5% yearly

GOAL 3: CONTINUED

Strategy 3: Provide opportunities for staff to increase awareness of developing technology to help with the education of the public

Action Steps:

- a) Identify training and professional reading to increase staff awareness of developing technology
- b) Include required professional development time in the staff schedule

Measurement:

Staff will have at least one training course a year on new technology or useful applications of an existing one



GOAL 4: Develop services and programs to meet demographic changes within the library services area

Strategy 1: Analyze current census data to ensure that library programs/services reflect the present population.

Action Steps:

- a) Identify demographic changes
- b) Identify the demographic groups not represented in our community of library users
- c) Recruit staff that will represent the diversity in our community
- d) Create outreach opportunities to find groups not currently seeing the library as an asset

Measurement:

By 2027, the library will have increased the library staff by one bilingual employee
By 2027, the library users representing the demographic changes will increase by 5% yearly

Strategy 2: Develop library collections that will serve the changes in demographics.

Action Steps:

- a) Identify foreign language material publishers/distributors
- b) Seek out suggested resources
- c) Promote in foreign language using foreign-language media.

Measurement:

By 2027, the library will increase by 10% yearly the library collection to represent the changing demographics



GOAL 4: Continued

Strategy 3: Offer library forms in Spanish

Action Steps:

- a) Hire translation service
- b) Offer the community survey in Spanish
- c) Seek guidance from staff on the new forms and materials that need to be translated into Spanish
- d) Advertise Spanish language marketing materials

Measurement:

By 2027, 10% of community survey responses will be gathered via the Spanish language community survey

Strategy 4: More support for English language learners with ELL/literacy tutoring classes

Action Steps:

- a. Recruit and train tutors
- b. Promote local literacy tutoring programs
- c. Increasing collaborations with other literacy organizations
- d. Research and implement new ways to provide literacy training

Measurement:

The library will increase two literacy programs or resources per year
25% of library users of a literacy program and/or resource indicate satisfaction in a library survey yearly





GOAL 5: Facilitate Staff Development

Strategy 1: Set goals with staff members

Action Steps:

- a. Use the evaluation process to set yearly goals
- b. Develop a training plan that supports staff goals
- c. Provide staff with time to participate in training sessions

Measurement:

Starting in 2022, 100% of the staff will develop goals with the director annually as part of the evaluation process
100% of the staff will provide a report on accomplishing the goals during the evaluation process
By 2027, 10% of staff time will be allocated to take advantage of training and education opportunities



GOAL 6: Invest in community historical preservation and education

Strategy 1: Provide access to historical records and materials by transferring them to other formats

Action Steps:

- a) Digitizing the historical newspaper collection
- b) Indexing the historical obituaries

Measurement:

Starting in 2022, the library will digitize 20% of the historical newspaper collection yearly
Starting in 2022, the library will index 20% of the historical obituaries yearly

Strategy 2: Highlight historical collections and materials via digital and online formats

Action Steps:

- a) Select a collection to highlight
- b) Choose a topic of interest to highlight

Measurement:

Beginning in 2023, library staff will create one new digital or online display each year

Strategy 3: Fostering partnerships with local historical associations and organizations

Action Steps:

- a. Create a directory /local contact list for local history associations and organizations
- b. Share what is happening at Museum with those contacts directly and through e-blasts
- c. Library staff attend local history events

Measurement:

By 2027, the library will have developed and published a directory of local historical organizations
10% of museum visitors annually indicate they have learned about the museum via a partner organization
A staff member will attend one meeting of local historical associations a year